



E-Service Quality and E-Wom Regarding Consumer Behaviour Based on *Maqashid Shariah*

Mardiyah Hayati*¹, Juhary Ali², Mad Heri³, Pertiwi Utami⁴

Universitas Islam Negeri Raden Intan Lampung, Indonesia
AeU University, Malaysia
STEBI Lampung, Indonesia

ARTICLE INFO



Article history:

Received 17 March 2023
Accepted 26 June 2023
Published 30 July 2023

Keywords:

E-service Quality, e-WOM,
Consumer Behaviour, e-
Commerce, Maqashid ash-
syariah

ABSTRACT

The service quality index for using E-commerce is the lowest among other parameters. The study investigates the effect of e-Service Quality and e-WOM on consumer behaviour using the *Maqashid Shariah* approach. This research uses quantitative methods with an associative statistical approach. The results showed that e-service quality and e-WOM positively influence consumer behaviour. This means that when the e-service quality and Electronic word-of-mouth variables increase, so does the consumer behaviour variable to make purchases in e-commerce transactions. The novelty of this research is the development of marketing management theory from the perspective of Islamic Economics in the digital era. Theoretical implications show that choosing the right e-service quality and e-WOM results in a positive response to the service quality of e-commerce users. From the Islamic Economics perspective, Maqashid Shariah's values can influence the goal of achieving human welfare. So that all needs for goods/services have a benefit for human needs, be it *dharuriyyah*, *hajiyyah* and *tahsiniyyah*. The results of this research can be used as input for the Government to improve Electronic System Operator (PSE) services. So that later, e-commerce can provide even better services.

@2023 Journal of Digital Marketing and Halal Industry

Introduction

The Internet is an indistinguishable part of modern society's life. The Internet can

benefit the economy by encouraging entrepreneurship and creating more flexible and inclusive job skills development (Bandyopadhyay et al., 2021; Huang et al.,

* Corresponding author. email: mardiyah.hayati@radenintan.ac.id
DOI: <http://dx.doi.org/10.21580/jdmhi.2023.5.1.16949>

2020; Luo & Niu, 2019). The literature study explains that various activities to fulfil the needs and growth of people's income cannot be separated from the Internet. For illustration, in financial transactions, the development of an e-commerce platform, chatting with friends via the Internet, students working on assignments to open the Internet, and shopping is also done via the Internet online site (Ma et al., 2022; Tran, 2021; Guo et al., 2020; Sandu & Gide, 2019; Adadevoh, 2018). Such behaviour is considered life satisfaction (Zhang et al., 2020). People nowadays prefer perception, confidentiality, and website design over internet activities. People's intentions to conduct such online transactions are influenced by the design of the website and their perception of transaction security. (Gautam & Malik, 2022).

The study conducted by Livingstone et al. (2021) found a positive relationship between the benefits of information, digital skills, and technology orientation. This study also explains that the significant use of the Internet in society creates a large enough business opportunity to do business to reach a larger market. Sales of goods and services have utilized a technology known as online sales or e-commerce. E-commerce sales are a strategy to promote a product or service to touch consumers' thoughts and feelings (Tran, 2021). In the end, the economic behaviour of modern society and e-commerce is the impact of the development of the Industrial Revolution 4.0 that cannot be separated. Previous studies have revealed that e-commerce has more positive than negative effects. This is because realizing the benefits of implementing sustainability are well integrated between the Government, business people, and consumers. What is clear is that e-commerce can improve the quality of the

environment, conserve natural resources and support the community's economy (Oláh et al., 2019).

Indonesia has a very promising e-commerce market share potential. The Muslim-majority community has a very high level of internet use for electronic transactions (Herliana et al., 2019). In Indonesia, e-commerce for halal products is very promising for business people (Utami & ., 2019). According to the Indonesian Internet Service Providers Association (APJII) research results on internet users from 2019 to the second quarter of 2020, the number of internet users in Indonesia has increased. It has reached 73.7 per cent of the total population or the equivalent of 196.7 million people. The results of this survey show that the number of Indonesian internet users has increased by 8.9 per cent, or 25.5 million users in the media this year, due to various other factors. Furthermore, APJII programs such as Mandiri Internet Village, which approximately 500 association members supported, contributed to the increase (Pebrianto, 2020). The databooks.katadata.co.id portal released the most visited e-commerce by the public, which dominates the market share in Indonesia during 2021, namely (see table 1):

Table 1. E-Commerce with the highest Monthly Web Visitors (Q3 2021)

E-Commerce Platform	Number of Visitors
Tokopedia	158,1 million
Shopee	134,4 million
Bukalapak	30,1 million
Lazada	27,95 million
Blibli	16, 33 million

Source: (Jayani, 2021)

The literature reveals that improving e-commerce platforms in Indonesia requires companies to carry out various strategies to

create a competitive advantage. One of the strategies developed by the company in maintaining customer loyalty is to provide customer service and, at the same time, maintain trust. This e-commerce strategy is carried out to maintain consumer perceptions of a brand to maintain a positive image in consumers and also to continue to maintain their quality and quality standards, as well as carry out a process of innovation and development for product improvement so that consumers feel interested in the products they sell. The performance of a webpage is critical in attracting new customers and retaining existing customers (Hansopaheluwakan, 2021). A high-quality website is a primary factor influencing a customer's decision to buy goods online. If the customer believes that the website visited provides detailed and clear quality information, the customer will have more trust in the item's seller (Huang et al., 2019).

The quality of electronic services is significantly related to consumer behaviour. This is because consumers are an inseparable part of a business, and customers are a very valuable asset. Without consumers or customers, a business is meaningless. Therefore, quality customer service is an integral part of the company that should not be left behind in business strategy in the digital era (Rita et al., 2019). The literature reveals that the customer satisfaction factor can moderate the quality of the website. Through online stores, the purchase of a product is not hindered by the remote conditions of an area because consumers can access it anywhere, anytime, making it easier to find an online store. Various information received and a strong desire for the products offered, public interest in buying products at online stores because the online shopping

decision-making process is looking for information, comparing existing alternatives, and making decisions (Kumara & Gabriel Ayodej, 2021). At the information search stage, consumers tend to look for references online from anywhere, and the information sought is in the form of the opinions of others who benefit from purchasing the product. By using information from the Internet, consumers can learn more about products and companies through Electronic word-of-mouth (e-WOM) Communication. It clearly provides online shopping convenience, leads to consumer purchasing decisions, and encourages online satisfaction (Duarte et al., 2018).

Based on data from the Lampung Central Statistics Agency, internet users in Lampung province are 5,269,085 people (Jemadu & Prastya, 2020). So Lampung has a big potential in e-commerce opportunities. Initial observations identified Lampung's position as a strategic gateway to Sumatra as one of the centres for buying and selling transactions (e-commerce). However, no recent research has investigated the potential of e-SQ and e-WOM on Muslim consumer behaviour in the province. In 2018, the regional Government, through the Deputy for International Economic Cooperation Coordination, held the socialization of e-commerce in the ASEAN digital economy era. However, to date, the development of e-commerce has not shown significant progress in supporting the community's economy. Previous studies have shown the focus of research on developing and training e-commerce for farmers and SMEs and its effect on customer satisfaction. E-commerce positively affects the economy of the people of Lampung (Rahmawati et al., 2021; Febrina et al., 2021; Kesuma, 2020; Halimah et al., 2019).

Previous research conducted by Hayati & Heri (2019) and Hayati et al. (2020), investigated the impact of Covid 19 and risk perceptions on the behaviour of the Muslim community in electronic transactions using the Maqasid ash Sharia approach. However, these findings have not developed the theory of Muslim consumer behaviour. In more depth, previous studies recommend further research within the scope of Islamic business ethics law and Maqasid ash sharia. This is because Islamic marketing and finance cannot be separated from Islamic values (Fanshurna et al., 2022; Nuseir & Nuseir, 2019). E-SQ has a positive influence, making it profitable for business people. However, insufficient evidence suggests that its positive influence may have wider practical implications for society. More specifically, future research should consider product segments to ensure dimensions of e-SQ, namely website design, privacy, and sustainable fulfilment of e-SQ quality (Shankar & Datta, 2020; Rita et al., 2019; Shafiee & Bazargan, 2018). E-WOM has a positive but not significant effect on purchasing behaviour in e-commerce (Sindunata, 2018). In contrast to the research of Luthfiyatillah et al. (2020), which revealed that E-WOM does not affect purchasing decisions. The different findings from previous studies encourage re-examination of these two variables. The novelty of this research adds to the study of the development of marketing theory and consumer behaviour in Islamic economics.

E-commerce transactions in the perspective of *Maqasid ash syariah* in Indonesia are also supported by the MUI fatwa No.116/DSN-MUI/IX/2017 and PBI No.20/6/PBI/2018 regarding Sharia Electronic Money. A different study by Rusni et al. (2019) reveals the negative impact of e-commerce and e-

WOM practices on consumer and business behaviour. *Halal* issues are very sensitive for Muslim consumers, so no products are completely safe, even with high tolerance. As a result, these rumours lower sales and damage the company's image. Based on the above background, the researcher wants to take a deeper look at the influence of e-service quality and e-WOM on consumer behaviour in e-commerce transactions in Lampung society so that a decision arises whether consumers will continue their purchase transactions or even cancel e-commerce transactions. Based on the background of the problem, this study aims to investigate the effect of e-service quality and e-WOM on consumer behaviour in e-commerce transactions in Lampung province from the view of Maqashid ash-Syariah.

Literature Review

Muslim Consumer Behaviour

Consumer behaviour refers to how consumers search for, exchange, use, evaluate, and arrange goods or services that are thought to be capable of meeting their needs (Katona, 1968). Understanding consumer behaviour requires understanding who the consumer is because they have different research, needs, income, attitudes, and tastes in different environments (Howard & Sheth, 1969). Two factors influence purchasing decision-making, affecting consumer response—first, the consumers themselves. Consumer thoughts, which include needs or motivations, perceptions, attitudes, and consumer characteristics, which include demographics, lifestyles, and consumer personalities, are two elements that influence decision-making. The second factor is Environmental influences, cultural values, sub- and cross-cultural influences, social class,

face-to-face groups, and other critical situations (Erasmus et al., 2001).

Sheth (2021) explains that consumer behaviour theory will guide successful marketing activities. Therefore, marketing theory and practice need to study consumer behaviour, especially regarding their decisions to purchase marketed products to develop effective marketing strategies. Analyzing consumer behaviour influenced by religious factors requires a new framework in its development. Conventional theories cannot be used to explain all aspects of Muslim consumer behaviour. The distinctive theoretical framework of Islamic Economics provides a unique perspective of Islamic values in influencing consumer behaviour, including *Tauhid* (Oneness of God), *'Adl* (Justice), *Nubuwwah* (Prophecy), *Khilafah* (Government), and *Ma'ad* (Results) (Khan, 2014).

Previous studies found a positive association between e-marketing, e-service quality, and e-loyalty. The diffusion of innovation theory supports the findings, the resource-based view theory, and the technology acceptance model. In addition, e-service quality and e-satisfaction mediate the relationship between e-marketing and e-loyalty. However, this mediation is only partial. The findings of this research are a further development of marketing theory (Opuni, 2023).

Studies show that Muslim consumer behaviour is different for consumers. Conventional consumer behaviour prioritizes self-interest and utilitarianism, which aims to maximize satisfaction and ignore the interests of others based on the rational philosophy of economic man, positivism, and law. The Islamic concept places humans as servants of Allah who are tasked with worship and as

khalifatullah who must carry out the mandate in carrying out activities to prosper (*imarah*) the earth as a worldly activity. So, consumption activities that are part of worldly activities must be part of the task of a Muslim as a whole. So that there is no separation between worldly and hereafter affairs, between economics and religion. This reflects the balance, a fundamental principle in Islamic teachings (Borhan, 2013). Muslim consumer behaviour has a close relationship with *maslahah*. *Maslahah* is the ownership or strength of goods/services that contain elements of the purpose of life, so *maslahah* is divided into 3: *daruriyyah*, *hajiyyah*, and *tahsiniyyah* (Wibowo, 2011). Muslim consumer behaviour also considers the aspect of religiosity in fulfilling their consumption needs, namely halal consumption and evaluating product ingredients that are haram. This is what is emphasized in the objectives of *maqashid syariah* in consumer behaviour, namely referring to the priority needs of religion, soul, mind, property, and descent; compliance with the principles of *halal* and *haram*; quality consumption by Allah's law (Amin, 2022; Faheem et al., 2019; Abd Rahman, 2018). *Maqasid ash syariah* in Muslim consumer behaviour is also an effort to stem the consumerism culture that influences labour on the lifestyle of the Muslim community (Al-Shahrestani, 2013).

E-Service Quality

Electronic service quality, also known as e-service quality, is a factor that influences the success of e-commerce. This is because comparing online features and product technicalities is free and easier than purchasing products through traditional means. the extent to which a website facilitates efficient and effective product and

service shopping, purchasing, and delivery." E-SQ has two dimensions, which are (1) incubation dimension (user-friendliness, appearance, linkability, structure and layout, and content); (2) active dimension (reliability, efficiency, support, communication, security, and incentives) (Santos, 2003). The quality of e-services is critical in online retail because it allows online retailers to differentiate their offerings. This is important because simply being present on the Internet and having a low price does not guarantee the success and prosperity of an e-business. As a result, determining the quality of e-services is a focal point for assessing a company's long-term retention competitive advantage (Parasuraman et al., 1988).

E-SQ is critical in explaining how consumers perceive the value of an e-commerce transaction. By combining their resources, businesses and consumers create value. In this case, e-SQ has a direct positive impact on perceived value. Thus, understanding electronic transactions' e-SQ (consumer) can improve the recommendation system derived from consumer knowledge (Barrutia & Gilsanz, 2013). According to the study, website service quality and transaction risk influence consumer behaviour when purchasing in e-SQ. Businesspeople must understand e-SQ from a consumer standpoint to control risks and evaluate their website services (Zhang & Prybutok, 2005). According to Udo et al. (2010), skill sets influence perceptions of service convenience but not consumer perceptions of using electronic services.

Electronic Word of Mouth

Electronic Word of Mouth (e-WOM) refers to oral, written, and electronic communication between people about the benefits or experiences of purchasing or using

products or services. Customers can use the Internet to share their thoughts and experiences with products and services with many other consumers, allowing them to engage in electronic word-of-mouth communication (Hennig-Thurau et al., 2004). e-WOM is a type of marketing communication that includes positive or negative statements made by potential customers, customers, or former customers about a product or company and is accessible to many people via the Internet (Stauss, 2000). Electronic word of mouth, or e-WOM, is a statement made by current, potential, or previous customers about a product or company where this information is accessible to people or institutions via the Internet. E-WOM communication can take many forms, including Web-based opinion platforms, discussion forums, web boycott sites, and newsgroups (Themba & Mulala, 2013). Customer reviews significantly impact the formation of site identification and should not be ignored by online retailers. Reviews and customer review posting behaviour work in the electronic marketplace and provide guidelines for online retailers to adapt their IT strategies better to improve customer retention. (Yoo et al., 2013). e-WOM perception of purchase intention; by taking company image as a mediating variable, it shows that the quality of e-WOM, credibility of e-WOM, and quantity of e-WOM, respectively, significantly and positively affect purchase intention (Bataineh, 2015). Individuals can tell their friends about their shopping experiences and knowledge, as well as provide information about products and services. This type of interpersonal social interaction has increased the potential for e-WOM communication (Yusuf et al., 2018).

The four main dimensions to measure e-WOM are (1) intensity (activity, frequency,

and dispersion), which is the number of opinions written by users on social networking sites; (2) frequency (activity, frequency, and dispersion); (3) frequency (activity, frequency, (2) positive valence (praise), which are positive comments usually posted by reviewers because consumers are satisfied with the online store, both for the product or service; (3) negative valence, which are negative comments usually posted by reviewers because consumers are dissatisfied with the online store, both for products and services; (4) content, specifically information content on social networking sites about products, prices, and services in online stores (Goyette I. et al., 2010). The most important factors in empowering e-WOM are a sense of belonging to a community, a good reputation, and a desire to help others, all of which encourage consumers to describe their stories with others in the context of online consumer opinion platforms, namely: a sense of community, a good reputation, and a desire to help others (Cheung & Lee, 2012). WOM can be a powerful source of information in influencing purchasing decisions because it is independent and honest; it benefits people who ask directly about the product through the experiences of friends and relatives who provide; it produces informal advertising media; and it is not limited by space or other constraints such as social, time, family, or other physical barriers (Rita et al., 2013).

The research hypothesis is as follows;

H₀: There is no influence between e-service quality and e-WOM on consumer behaviour in e-commerce transactions

H₁: There is an influence between e-service quality and e-WOM on consumer behaviour in e-commerce transactions

Method, Data, and Analysis

The research design uses a quantitative with an associative approach. This research design was suitable because the research aims to determine the relationship between two or more variables supported by relevant theories that can predict and control a symptom (Sugiyono, 2016). The research focuses on three theme variables: e-service Quality, E-Word of Mouth, and Consumer Behaviour in E-Commerce Transactions in Maqashid Asy-Syariah.

Consumers who conduct e-commerce transactions are the subjects of this study. Given the lack of official data on the number of people who engage in e-commerce transactions, the researcher employs a sample size in which the minimum sample size is five observations for each estimated parameter, and the maximum sample size is ten observations for each estimated parameter (Hair, 2010), so that the respondents obtained as many as 100 people. The sample in this research is people who purchase goods/services via e-commerce. This sample represents respondents in Bandar Lampung City, Indonesia.

Table 2.

Sample characteristics

Age	Total	F %
20 - 25	72	72 %
25 - 30	18	18%
30 - 35	10	10 %
Total	100	100

Source: Processed data, 2022

Table 2 describes sample (respondent) age characteristics that are intended to determine the sample's age range who have made purchases using e-commerce transactions. According to the data processing results, the sample aged 20-25 years has as many as 72

people and a percentage of 72%, the sample aged 25-30 years has as many as 18 people and a percentage of 18%, and the sample aged 30-35 years have as many as ten people and a percentage of 10%.

Table 3.

Characteristics of sample

Profession	Total	%
College student	56	56 %
Employee	24	24 %
Civil Servant	17	17 %
Housewife	3	3 %
Total	100	100 %

From Table 3, sample occupation characteristics are intended to determine the occupation of the sample who have made e-commerce transactions purchases. According to data processing results, the sample who worked as students numbered 56 people, a percentage of 56 per cent. The sample who worked as employees numbered 24 people, with a percentage of 24, and the sample who worked as civil servants numbered 17 people, with a percentage of 17 per cent, and the sample who worked as homemakers numbered three people, with a percentage of 3 per cent.

Sources of research data include primary and secondary sources. Primary data were collected directly from sources through questionnaires to achieve the research objectives. In comparison, secondary data was collected as supporting data and references used by researchers based on previous research relevant to the research variables. Questionnaires were given to the research sample via a Google form. The results of the research sample answers are then used as a valid and reliable measuring tool. Data collection uses a non-probability sampling technique, namely convenience sampling,

which refers to gathering information from population members (Uma & Bougie, 2010). Variables were measured using a Likert scale (1-5) on the research instrument. For the instrument to be valid and reliable, the validity and data reliability tests must first be carried out. The analysis results indicate that the question items on the instrument are declared valid and reliable. This is because all question items have a r count $>$ r table value, and Cronbach's Alpha is close to 1.

The study used quantitative regression data analysis techniques. The first stage is to test the classical assumptions to provide certainty that the regression equation obtained has estimation accuracy and is unbiased and consistent. The classical assumption test consists of a data normality test, a multicollinearity test, a data heteroscedasticity test, and an autocorrelation test. This study has met the requirements of the regression equation through the classical assumption test because the data is normally distributed where Kolmogorov - Smirnov $>$ 0.05; the VIF value is around one and does not exceed 10; the significance of the Spearman Rank correlation is less than 0.05; and Durbin-Watson under 2. The second stage is to determine the multiple linear regression equation to determine the direction and how much influence the variables e-service quality and e-WOM have on consumer behaviour in e-commerce transactions. The equation used is $Y = a + b_1X_1 + b_2X_2$, where Y = consumer behaviour, a = constant number, b_1 , b_2 = coefficient of independent variable, X_1 = e-service quality, and X_2 = e-WOM. The third stage is to test the research hypotheses, which consist of (1) the simultaneous significance test (F test), which aims to test the effect of variable X together on variable Y ; (2) the partial effect significance test (T-test) aims to test whether the X variable has a partial effect

on Y; (c) Determinant Coefficient test (R2) is used to show the proportion of variance that the regression equation can explain to the total variance.

Result and Discussion

This study has discussed the influence of e-service quality and e-WOM on consumer behaviour in e-commerce transactions from the perspective of *maqashid syariah*. Based on the data that has been collected and the data analysis that has been carried out, it shows that e-service quality and e-WOM positively affect Muslim consumers' behaviour in Lampung Province.

The perspective of *maqashid syariah*, fulfilling the needs of Muslim consumers based on electronic technology, cannot be separated from the *maqashid ash-syariah* framework. This is because Muslim consumers consider the aspect of religiosity in fulfilling their consumption needs, namely *halal* consumption and evaluating *haram* product ingredients. Previous research emphasized the

goals of *maqashid syariah* on the priority needs of religion, soul, mind, property, and offspring; compliance with *halal* and *haram* principles; and quality consumption according to Allah's law (Amin, 2022; Faheem et al., 2019; Abd Rahman, 2018). Based on Table 3, it can be seen that the simultaneous R-value is 0.700, and the coefficient of determination is 0.490. This shows that consumer behaviour (Y) is influenced by 70% by the e-service quality variable, e-WOM shows a large influence, and the rest is influenced by other factors.

Table 4 describes that the F value is determined using the ANOVA test, which is 46,559 with a sig probability level of 0.000. It means it is less than the value of 0.05, indicating that this multiple regression model can be used to predict consumer behaviour. Table 5 shows the results of the ANOVA test calculations. The coefficient test is carried out to see how big the constants in this regression equation model are. For more details, see the coefficients table 4.

Table 4.
Model Summary, ANOVA, and Coefficients

Model Summary		ANOVA	df	Mean Square	F	Sig.
R	.700 ^a	Regression	2	321.067	46.559	.000 ^b
R Square	.490	Residual	97	6.896		
Adjusted R Square	.479	Total	99			
Std. An error of the Estimate	2.62601	a. Dependent Variable: totY				
R Square Change	.490	b. Predictors: (Constant), totX2, totX1				
Change Statistics		Coefficients	B	Std. Error	Standardized Coefficients	t Sig.
		Unstandardized Coefficients				
F Change	46.559	(Constant)	2.097	2.497		.840 .403
df1	2	totX1	.531	.091	.434	5.82 .000
df2	97	totX2	.384	.062	.458	3 6.14 .000

Sig. F Change .000 a. Dependent Variable: totY

a. Predictors: (Constant), totX2, totX1

b. Dependent Variable: totY

Table 6 displays multiple regression equation models used to estimate consumer behaviour in e-commerce transactions that is influenced by e-service quality and e-WOM, namely:

$$\hat{Y} = 2.097 + 0.531 X1 + 0.384X2$$

Y is consumer behaviour in purchasing products in e-commerce transactions, X1 is e-service quality, and X2 is e-WOM. From these equations, several things can be analyzed as follows:

If there is Consumer behaviour in e-commerce transactions without e-service quality and e-WOM (X1 and X2 = 0), then consumer behaviour in e-commerce transactions is only 2,097 = 2 units. The level of consumer behaviour in purchasing products in e-commerce transactions with the presence of e-service quality and e-WOM will increase to:

$$\begin{aligned} \hat{Y} &= 2.097 + 0.531 X1 + 0.384X2 \\ &= 2.097 + 0.531 (2) + 0.384 (2) \\ &= 4 \text{ unit} \end{aligned}$$

The multiple regression coefficients of 0.531 and 0.384 indicate the magnitude of the increase in consumer behaviour in purchasing products in e-commerce transactions with the presence of e-service quality and e-WOM.

Multiple regression equation = 2.097 + 0.531 X1 + 0.384 X2, used as the basis for calculating consumer behaviour in purchasing products in e-commerce transactions with the presence of e-service quality and E-WOM.

Correlations

	totY	totX1	totX2		
Pearson Correlation	totY	1.000	.540		
	totX1	.558	1.000		
	totX2	.231	.558	1.000	
Sig. (1-tailed)	totY	.000	.000	.000	
	totX1	.011	.000	.011	
	totX2	.011	.011	.011	
N	totY	100	100	100	
	totX1	100	100	100	
	totX2	100	100	100	

Correlation results of e-service quality (X1) and Electronic Word of Mouth (X2) variables with consumer behaviour (Y) the value obtained if the two variables are combined, the Pearson correlation result is 0.540 for the e-service quality variable (X1), and the value of the Electronic Word Of Mouth (X2) variable is 0.558, this means that there is a positive relationship between the e-service quality variable (X1) and the Electronic Word Of Mouth (X2) variable on consumer behaviour, which means that if the e-service quality variable is and Electronic Word Of Mouth has increased, then the variable of consumer behaviour to make purchases in e-commerce transactions has increased, as well as if the variables of e-service quality and Electronic Word Of Mouth have decreased, consumer behaviour to make purchases in e-commerce transactions.

Discussion

The Influence of E-service Quality and Electronic Word of Mouth on Consumer Behaviour on E-commerce Transactions in the *Maqashid ash-Sharia* Perspective

From the results of data analysis involving 100 people as respondents in Lampung Province, participants revealed that e-SQ is the most important part of marketing strategy in the new normal era. Lampung province, one of the strategic centres of e-commerce transactions, can increase e-SQ and e-WOM by *maqashid syariah* values to attract Muslim consumers. This is expected to encourage the spirit of e-commerce development by the MUI fatwa No.116/DSN-MUI/IX/2017 and PBI No.20/6/PBI/2018 regarding Sharia Electronic Money, and it has not been conducive. Consumer loyalty to the e-commerce platform is difficult to achieve without good service quality, especially with the e-commerce trading system. Sellers and buyers do not meet each other, so honesty when transacting is necessary. Previous literature explains that e-SQ is very important in e-commerce because it can facilitate transactions that are considered more effective and efficient than traditional methods (Barrutia & Gilsanz, 2013; Parasuraman et al., 1988). Thus, a good e-SQ is one of the strategies to foster loyalty in consumers, so consumers are expected to make repurchases. With the ability of e-SQ, business people get a positive response from consumers. That response will usually be informed to other people or consumers through word of mouth (e-WOM). Previous studies found empirical facts about e-WOM perceptions of purchase intentions, which showed that the quality of e-WOM significantly and positively affected purchase intentions (Bataineh, 2015). Consumers can

spread word of mouth about their shopping experience and knowledge and provide information about products and services to their friends (Yusuf et al., 2018). Other consumers can learn about the products they intend to purchase while learning about consumer satisfaction with the goods/services being marketed, giving potential customers the confidence to try the goods/services offered and the company's services. These prospective customers may become regular purchasers of the company's goods.

According to Rita et al. (2013), e-WOM can be a powerful source of information in influencing purchasing decisions. Using e-WOM facilities on e-commerce platforms makes it easier for potential consumers to dig deeper into the products they plan to buy. By reading reviews of other consumer experiences related to products or service quality, both positive and negative comments will provide an overview of information to potential consumers, so prospective consumers will more easily decide whether to continue or cancel the purchase transaction. The use of e-WOM and e-service quality in marketing is part of the company's strategy for maintaining and loving its customers. Meanwhile, E-SQ impacts consumers' perceptions of the availability of information and smooth transactions. The relation with *maqashid syariah* is that its values affect consumer behaviour in achieving utility and *maslahah*, namely obtaining benefits and blessings in consuming and using it, which is something important. This is positively able to stem the culture of consumerism, which has a labour influence on the lifestyle of the Muslim community (Al-Shahrastani, 2013). Consumers benefit when their physical needs are met, and blessings are obtained when consuming goods and services permitted by

Islamic law. *Maslahah* in Islamic consumer behaviour is where Islamic Sharia wants humans to achieve and maintain their welfare. This is reflected in the *maqashid syariah* view of balance, a fundamental principle in Islamic teachings in every economic activity, especially in meeting needs or consumption (Borhan, 2013). Wibowo (2011) also explains that Muslim consumer behaviour is closely related to *maslahah*, namely the strength of goods/services that contain elements of the life goals of *daruriyyah*, *hajjiyyah*, and *tahsiniyyah*.

In the business world, consumers view service quality based on the values of honesty (Gayatri & Chew, 2013). Therefore, honesty can be displayed in sincerity and accuracy, punctuality, promise, service, reporting, acknowledging weaknesses and shortcomings (not covered up), which are then improved continuously, and abstaining from lying and deceiving. Likewise, salespeople should have a *fatah* and *tabligh* attitude in conveying information and consumer questions correctly and wisely according to reality to avoid the impression of giving excessive expectations about the quality of products and services offered to customers. Similarly, marketing management is based on *sharia maqashid* as the analysis, planning, implementation, and control of programs designed to create, build, and maintain profitable exchanges with target markets to achieve organizational goals while taking into account sharia values such as *maslahah*, justice, and the concept of mercy and pleasure from Allah SWT, both from the seller and the buyer. In its evolution, honesty, Sharia compliance, courtesy, humanity, and mutual trust positively impact Islamic marketing, encouraging consumer satisfaction and loyalty (Asnawi et al., 2020).

The novelty of the research reveals the importance of fulfilling consumption by considering the elements of *maslahah*. Previous research considered product segments to ensure e-SQ practices in meeting effective needs for e-SQ quality on an ongoing basis (Shankar & Datta, 2020; Rita et al., 2019; Shafiee & Bazargan, 2018). In addition, Islamic marketing and finance should not be separated from Islamic values (Fanshurna et al., 2022; Nuseir & Nuseir, 2019). Hayati & Heri (2019) and Hayati et al. (2020), revealed that the practice of E-Wom in e-commerce transactions significantly positively impacts online purchases. Still, there is no difference in consumer behaviour in online purchases in these Muslim-majority countries. In this study, differences in Muslim consumer behaviour were associated with e-SQ and e-Wom which showed a positive unidirectional relationship. E-commerce transactions using e-SQ and e-WOM within the scope of Muslim consumers cannot be separated from the *maqashid ash-syaria* framework. *Maqashid ash-syariah* must be able to determine the purpose of consumer behaviour in Islam, namely the achievement of the welfare of mankind so that all human needs, be it goods/services, must have *maslahah* for human needs. Indeed, the economic behaviour of modern society and e-commerce cannot be separated. E-commerce practices can improve the quality of the environment, conserve natural resources and support the community's economy (Oláh et al., 2019).

It can be understood that this research can contribute ideas to the development of Islamic economics related to the benefit of the people as well as additional knowledge about issues of consumer behaviour and information technology in the era of digitalization. The Muslim community as

research subjects is expected to gain indirect experience in e-commerce transactions. Communities and e-commerce players can be interested in studying the development of technological advances and Islamic economics so that public literacy can increase. This study can also be considered in developing the right strategy for e-commerce players to develop their ability to generate profits by the principles of *muamalah* in Islam. As explained in previous studies, Muslim consumer behaviour considers the principles of fulfilling needs in Islam, namely halal consumption and evaluating haram product ingredients. This is what is emphasized in *maqashid syariah* in consumer behaviour, namely referring to the priority needs of religion, soul, mind, property, and descent; compliance with the principles of *halal* and *haram*; quality consumption according to Allah's law (Amin, 2022; Faheem et al., 2019; Abd Rahman, 2018).

The findings show that the theory of consumer behaviour in the era of digitalization, especially in e-commerce, is still relevant in supporting marketing theory. *Maqasid asy Syariah* values can be developed to increase the appropriate use of e-SQ and e-WOM for successful marketing. This differs from previous research, which revealed that e-SQ had a positive but insignificant effect and E-WOM had no effect on consumer behaviour (Opuni, 2023; Juwaini, 2019). Recent research shows empirical evidence that e-SQ and e-WOM have a positive effect with the support of other factors such as consumer trust and satisfaction (Ginting et al., 2023). This research shows evidence that these two variables both partially and simultaneously have a positive influence, which is also supported by the values of *Maqashid Shariah* to realize the benefit of the

people. The Innovation theory supports the same research, the resource-based view theory, and the technology acceptance model, which are also important to implement to realize more competitive marketing performance in the future.

Theoretically, the findings can strengthen the theory of reasoned action, where consumers have certain goals for the actions taken. Action theory, originated as proposed by Ajzen (2020), assumes that behaviour is determined by the individual's desire to perform or not to perform a certain behaviour determined by subjective attitudes and norms. In this study, the action's behaviour stems from Muslim consumers' behaviour to take a stand and assess e-service quality and e-WOM. This study is also useful in supporting the technology acceptance model (TAM) theory. Venkatesh et al. (2003) explained that the TAM theory determines a person's behavioural intentions in using technology. This study explains more deeply that technology users, namely Muslim consumers, accept and use technology related to the user's work in e-commerce transactions. Negative impacts may arise due to e-commerce practices that are not by applicable laws. Previous studies have revealed that e-commerce has more positive than negative effects. But that doesn't mean the negative impact is then ignored. Stakeholders need to evaluate their e-commerce practices. This is because the failure to realize can impact the failure to benefit from integrated sustainability aspects between the Government, business people, and consumers. In the end, the large potential of Muslim consumers can guarantee the success of e-commerce transactions in the future if business people can implement true Islamic values.

Conclusion

Based on the findings, it can be said that E-SQ and e-WOM can positively impact Muslim consumer behaviour in Lampung Province. E-service quality and e-WOM facilities on e-commerce platforms make it easy for prospective consumers to dig deeper into the products they plan to buy. This is one of the marketing management strategies in increasing utility and consumer loyalty to help meet consumer needs. Fulfilment of consumption by needs is adjusted to the concept of *maslahah*, so needs cannot be separated from the *maqashid ash-syariah* framework, namely achieving human welfare to achieve *falah*.

The theoretical implication of this research is that choosing the right quality of e-service and e-WOM can influence e-commerce users to purchase goods and services again. More deeply, the values of Maqashid Shariah can influence the development of marketing theory to fulfil needs for goods/services. Practical research results can be input for the Government and e-commerce players to effectively improve the quality of e-SQ and e-WOM services. So that later, e-commerce can have a big positive impact on the wider community. The study's limitations are shown in the sampling area: only Muslim consumers who use e-commerce in Lampung Province, Indonesia. Therefore, the findings may not be generalizable to cases in other regions. In addition, from a methodological or procedural perspective, data analysis is still classified as using a simple statistical analysis program, namely using SPSS, so certain analyses cannot be included in this study and are beyond the researcher's control. Future research can add other factors that influence global Muslim consumer behaviour with the help of more sophisticated statistical analysis

programs such as eView and SEM. A larger population allows further studies that are deeper in investigating the *maqashid sharia* paradigm and globally relevant theories to the era of modernization.

Suggestion

Based on the findings of this research, the author's suggestion that e-commerce can develop rapidly in Indonesia must be followed by e-SQ and e-WOM practices which positively influence consumer behaviour in purchasing products. E-commerce players must pay more attention to the quality of their goods/services so that consumers intend to make repeat purchases. Industry regulations must also be strengthened to protect users and create a friendly business climate for business actors.

References

- Abd Rahman, M. R. (2018). A philosophy of Maqasid Shariah underpinned Muslim food consumption and the Halalan Toyyiban concept. *AL-ABQARI: Journal of Islamic Social Sciences and Humanities*, 13(2), 75–86. <https://oarep.usim.edu.my/jspui/bitstream/123456789/5257/1/APHILO~1.PDF>
- Adadevoh, C. K. M. H. (2018). Factors That Influences the Adoption of E-Commerce in the Ghanaian Banking Industry. *International Journal of Innovative Research and Development*, 7(2). <https://doi.org/10.24940/ijird/2018/v7/i2/feb18017>
- Ajzen, I. (2020). The theory of planned behaviour: Frequently asked questions. *Human Behaviour and Emerging*

- Technologies, 2(4), 314-324.
<https://doi.org/10.1002/hbe2.195>
- Al-Shahrestani, M. (2013). Consumer Behaviour Perspective maqashid Sharia : Efforts to Stem Culture of Consumerism. *Jurnal Ilmu Syari'ah Dan Hukum*, 45, 1252-1270.
https://d1wqtxts1xzle7.cloudfront.net/51181432/Consumer_Behaviour_Perspective_maqashid_Sharia-with-cover-page-v2.pdf?Expires=1648661759&Signature=KBapU2XUxrEMhYwJOSf8tZXnR2WJ9nwsmkXUvCJsm0ekqQ8c3CmF~aVxvBN01YGNXsTbIUc1qlvXO-pnv5HbRwXPenh9zFNELWLGPNxb~0QAk
- Amin, H. (2022). Maqasid-based consumer preference index for Islamic home financing. *International Journal of Ethics and Systems*, 38(1), 47-67.
<https://doi.org/https://doi.org/10.1108/IJOES-07-2020-0117>
- Asnawi, N., Sukoco, B. M., & Fanani, M. A. (2020). The role of service quality within Indonesian customers satisfaction and loyalty and its impact on Islamic banks. *Journal of Islamic Marketing*, 11(1), 192-212.
<https://doi.org/10.1108/JIMA-03-2017-0033>
- Bandyopadhyay, S., Thakur, S. S., & Mandal, J. K. (2021). Product recommendation for e-commerce business by applying principal component analysis (PCA) and K-means clustering: benefit for the society. *Innovations in Systems and Software Engineering*, 17(1), 45-52.
<https://doi.org/10.1007/s11334-020-00372-5>
- Barrutia, J. M., & Gilsanz, A. (2013). Electronic Service Quality and Value: Do Consumer Knowledge-Related Resources Matter? *Journal of Service Research*, 16(2), 231-246.
<https://doi.org/10.1177/1094670512468294>
- Borhan, J. T. (2013). Muslim Consumer Behaviour : Emphasis on Ethics from Islamic Perspective Muslim Consumer Behaviour : Emphasis on Ethics from Islamic Perspective. *Middle-East Journal of Scientific Research*, 18(9), 1301-1307.
<https://doi.org/10.5829/idosi.mejsr.2013.18.9.12113>
- Cheung, C. M. K., & Lee, M. K. O. (2012). What drives consumers to spread electronic word of mouth in online consumer-opinion platforms. *Decision Support Systems*, 53(1), 218-225.
<https://doi.org/10.1016/j.dss.2012.01.015>
- Duarte, P., Costa e Silva, S., & Ferreira, M. B. (2018). How convenient is it? Delivering online shopping convenience to enhance customer satisfaction and encourage e-WOM. *Journal of Retailing and Consumer Services*, 44(March), 161-169.
<https://doi.org/10.1016/j.jretconser.2018.06.007>
- Erasmus, A. C., Boshoff, E., & Rousseau, G. G. (2001). Consumer decision-making models within the discipline of consumer science : a critical approach. *Journal of Family Ecology and Consumer Sciences*, 29(1), 82-90.
<https://www.ajol.info/index.php/jfec/article/view/52799>
- Faheem, S., Bukhari, H., Woodside, F. M., Hassan, R., Shaikh, A. L., & Mazhar,

- W. (2019). Is religiosity an important consideration in Muslim consumer behaviour Exploratory study in the context of western. *Journal of Islam Marketing*, 10(4), 1288-1307. <https://doi.org/10.1108/JIMA-01-2018-0006>
- Fanshurna, T., Saiban, K., & Munir, M. (2022). The Importance of Applying Maqashid al-Sharia in The Islamic Financial System. *Journal of Islamic Economics Perspectives*, 4(1), 1-8. <https://jurnalfebi.iain-jember.ac.id/index.php/JIEP/article/view/58/47>
- Febrina, C. A., Ariany, F., & Megawaty, D. A. (2021). Aplikasi E-Marketplace Bagi Pengusaha Stainless Berbasis Mobile Di Wilayah Bandar Lampung. *Jurnal Teknologi Dan Sistem Informasi (JTSI)*, 2(1), 15-22. <http://jim.teknokrat.ac.id/index.php/sisteminformasi/article/viewFile/708/281>
- Gautam, S., & Malik, P. (2022). Importance of perceived security, perceived privacy and website design of active online investors: an Indian market perspective. *International Journal of Electronic Finance*, 11(1), 30-45.
- Gayatri, G., & Chew, J. (2013). How do Muslim consumers perceive service quality? *Asia Pacific Journal of Marketing and Logistics*, 25(3), 472-490. <https://doi.org/10.1108/APJML-06-2012-0061>
- Ginting, Y. M., Chandra, T., Miran, I., & Yusriadi, Y. (2023). Repurchase intention of e-commerce customers in Indonesia: An overview of the effect of e-service quality, e-word of mouth, customer trust, and customer satisfaction mediation. *International Journal of Data and Network Science*, 7(1), 329-340. <https://doi.org/10.5267/j.ijdns.2022.1.0.001>
- Goyette I., Ricard, L., J., B., & F., M. (2010). e-WOM Scale: word-of-mouth measurement scale for e-services context. *Canadian Journal of Administrative Sciences/Revue Canadienne Des Sciences de l'Administration*, 27(1), 5-23.
- Guo, H., Liu, Y., Shi, X., & Chen, K. Z. (2020). The role of e-commerce in the urban food system under COVID-19: lessons from China. *China Agricultural Economic Review*, 13(2), 436-455. <https://doi.org/10.1108/CAER-06-2020-0146>
- Hair, J. et. al. (2010). *Multivariate Data Analysis (7th ed)*. Pearson.
- Halimah, Saleh, S., & Swissia, P. (2019). Pengembangan Dan Pelatihan E-Commerce Hasil Kerajinan Napi Perempuan Lapas Way Hui Bandar Lampung. *Jurnal Publika Pengabdian Masyarakat*, 1(2), 35-42.
- Hansopaheluwakan, S. (2021). Analysis of e-service quality and website quality effect on e-customer loyalty through e-customer satisfaction (case study: Tokopedia). *IOP Conference Series: Earth and Environmental Science*, 794(1). <https://doi.org/10.1088/1755-1315/794/1/012086>
- Hayati, M., & Heri, M. (2019). The Influence Of Percieved Risk Towards Consumers' Attitude At E-Commerce Transaction

- In Perspective Of Maqashid Asy-Syaria (A Study At State University Students In Lampung). *ICIDS 2019: Proceedings of the 2nd International Conference on Islamic Studies*, 1–7. <https://doi.org/10.4108/eai.10-9-2019.2289341>
- Hayati, M., Susanti, Y., Heri, M., & Nindi Riyana Saputri. (2020). Analysis of The Impact Of Covid-19 on Consumer Behaviour in E-Commerce Transactions in Indonesia. *ICETLAWBE 2020*, 1–6. <https://doi.org/10.4108/eai.26-9-2020.2302721>
- 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. <https://doi.org/10.1002/dir.10073>
- Herliana, S., Aina, Q., Aliya, Q. H., & Lawiyah, N. (2019). Customer loyalty factors strategy at E-Commerce Hijab Business: Frequency analysis method. *Academy of Entrepreneurship Journal*, 25(3), 2686.
- Howard, J. A., & Sheth, J. . (1969). *The Theory of Bayer Behaviour*. John Wiley and Sons.
- Huang, C. C., Jin, H., Zhang, J., Zheng, Q., Chen, Y., Cheung, S., & Liu, C. (2020). The effects of an innovative e-commerce poverty alleviation platform on Chinese rural laborer skills development and family well-being. *Children and Youth Services Review*, 116(March), 105189. <https://doi.org/10.1016/j.chilyouth.2020.105189>
- Huang, P. L., Lee, B. C. Y., & Chen, C. C. (2019). The influence of service quality on customer satisfaction and loyalty in B2B technology service industry. *Total Quality Management and Business Excellence*, 30(13–14), 1449–1465. <https://doi.org/10.1080/14783363.2017.1372184>
- Jayani, D. H. (2021). Tokopedia Masih Jadi E-Commerce Paling Banyak Dikunjungi pada Kuartal III 2021. *Databoks.Katadata.Co.Id*. <https://databoks.katadata.co.id/datapublish/2021/11/18/tokopedia-masih-jadi-e-commerce-paling-banyak-dikunjungi-pada-kuartal-iii-2021>
- Jemadu, L., & Prastya, D. (2020). Ini Jumlah Pengguna Internet Indonesia 2020 per Provinsi. November. *Www.Suara.Com*, 25(1), 1–9. <https://www.suara.com/tekno/2020/11/13/191253/ini-jumlah-pengguna-internet-indonesia-2020-per-provinsi>
- Juwaini, A. (2019). The Role of Government in Zakat Development in the Era of 4.0. *The 3rd International Conference of Zakat (ICONZ)*, November 2019, 0–12. <https://www.iconzbaznas.com/previous-iconz/3rd-iconz/conference-materials>
- Katona, G. (1968). Consumer Behaviour : Theory and Findings on Expectations and Aspirations. *The American Economic Review*, 58(2), 19–30.
- Kesuma, S. A. (2020). Online Shopping Customer Behaviour in Indonesia : a Survey on Accounting Students. *The Romanian Economic Journal*, 78(1), 67–81.
- Khan, M. F. (2014). The Framework for Islamic Theory of Consumer Behaviour.

- Journal of Islamic Business and Management*, 4(1), 17-54.
<https://doi.org/10.12816/0019134>
- Kumara, V., & Gabriel Ayodej, O. (2021). E-retail factors for customer activation and retention : An empirical study from Indian e-commerce customers. *Journal of Retailing and Consumer Services*, 59(March).
<https://doi.org/https://doi.org/10.1016/j.jretconser.2020.102399>
- Livingstone, S., Mascheroni, G., & Stoilova, M. (2021). The outcomes of gaining digital skills for young people's lives and wellbeing: A systematic evidence review. *New Media & Society*, 23(4), 1-7.
<https://doi.org/10.1177/14614448211043189>
- Luo, X., & Niu, C. (2019). E-Commerce Participation and Household Income Growth in Taobao Villages. In *E-Commerce Participation and Household Income Growth in Taobao Villages* (Issue April). World Bank Group.
<https://doi.org/10.1596/1813-9450-8811>
- Luthfiyatillah, L., Millatina, A. N., Mujahidah, S. H., & Herianingrum, S. (2020). Efektifitas Media Instagram Dan E-Wom (Electronic Word Of Mouth) Terhadap Minat Beli Serta Keputusan Pembelian. *Jurnal Penelitian IPTEKS*, 5(1), 101-115.
<https://doi.org/10.32528/ipteks.v5i1.3024>
- Ma, B., Wang, Y., Zhao, D., & Ma, K. (2022). Research on the development of rural credit bank's e-commerce platform in China. In *Economic and Business Management*. CRC Press.
- Nuseir, M. T., & Nuseir, M. T. (2019). The impact of electronic word of mouth (e-WOM) on the online purchase intention of consumers in the Islamic countries - a case of (UAE). *Journal of Islamic Marketing*, 10(3), 759-767.
<https://doi.org/10.1108/JIMA-03-2018-0059>
- Oláh, J., Kitukutha, N., Haddad, H., Pakurár, M., Máté, D., & Popp, J. (2019). Achieving sustainable e-commerce in environmental, social and economic dimensions by taking possible trade-offs. *Sustainability (Switzerland)*, 11(1).
<https://doi.org/10.3390/su11010089>
- Opuni, F. F. (2023). *The Nexus between E-marketing, Eservice Quality, Esatisfaction and E-loyalty: A Cross-sectional Study within the Context of Online SMEs in Ghana* (Issue July). University of Bolton.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A Multi-item Scale For Measuring Consumer Perceptions of Service Quality. *Journal of Retailing*, 64(1), 12-40.
- Pebrianto, F. (2020). APJII: Pengguna Internet RI 196,7 Juta Orang atau 73,7 Persen Penduduk. *Bisnis.Tempo.Co*.
<https://bisnis.tempo.co/read/1403969/apjii-pengguna-internet-ri-1967-juta-orang-atau-737-persen-penduduk/full&view=ok>
- Rahmawati E. S, Y., Farida, N., Agustina, R., Ahmad, J., & Rizki, S. (2021). Pendampingan Kegiatan E-Commerce Pada Petani Aglaonema di Pekalongan Lampung Timur. *Jurnal Pengabdian Kepada Masyarakat Tabikpun*, 2(2), 147-156.

- <https://doi.org/10.23960/jpkmt.v2i2.44>
- Rita, P., Oliveira, T., & Farisa, A. (2019). The impact of e-service quality and customer satisfaction on customer behaviour in online shopping. *Helijon*, 5(10), e02690. <https://doi.org/10.1016/j.helijon.2019.e02690>
- Rita, R., Hutomo, K., & Natalia, N. (2013). Electronic Word of Mouth (e-WOM) Foursquare: The New Social Media. *Binus Business Review*, 4(2), 711-724. <https://doi.org/10.21512/bbr.v4i2.1385>
- Rusni, W., Ismail, W., Othman, M., Rahman, R. A., Kamarulzaman, N. H., Bin, S., & Rahman, A. (2019). "Is sharing really caring?" The impact of eWoM on halal tolerance among. *Journal of Islam Marketing*, 10(2), 394-409. <https://doi.org/10.1108/JIMA-04-2016-0035>
- Sandu, N., & Gide, E. (2019). Adoption of AI-chatbots to enhance student learning experience in higher education in india. 2019 18th International Conference on Information Technology Based Higher Education and Training, ITHET 2019, January. <https://doi.org/10.1109/ITHET46829.2019.8937382>
- Santos, J. (2003). E-service quality: A model of virtual service quality dimensions. *Managing Service Quality: An International Journal*, 13(3), 233-246. <https://doi.org/10.1108/09604520310476490>
- Shafiee, M. M., & Bazargan, N. A. (2018). Behavioural Customer Loyalty in Online Shopping: The Role of E-Service Quality and E-Recovery 2 Literature Review. *Journal of Theoretical and Applied Electronic Commerce Research*, 13(1), 26-38. <https://doi.org/10.4067/S0718-18762018000100103>
- Shankar, A., & Datta, B. (2020). Measuring e-service quality: a review of literature Amit Shankar * Biplab Datta. *Int. J. Services Technology and Management*, 26(1), 77-100. <https://doi.org/https://www.inderscienceonline.com/doi/pdf/10.1504/IJSTM.2020.105398>
- Sheth, J. (2021). New areas of research in marketing strategy, consumer behaviour, and marketing analytics: the future is bright. *Journal of Marketing Theory and Practice*, 29(1), 3-12. <https://doi.org/10.1080/10696679.2020.1860679>
- Sindunata, I. (2018). Pengaruh Electronic Word of Mouth terhadap Keputusan Pembelian di agoda.com. *Hospitality Dan Manajemen Jasa*, 6(1), 128-138.
- Stauss, B. (2000). Using New Media for Customer Interaction: A Challenge for Relationship Marketing. In *Relationship Marketing*. Springer Berlin Heidelberg. https://doi.org/10.1007/978-3-662-09745-8_13
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Alfabeta Bandung.
- Themba, G., & Mulala, M. (2013). Brand-Related eWOM and Its Effects on Purchase Decisions: An Empirical Study of University of Botswana Students. *International Journal of Business and*

- Management, 8(8), 1-10.
<https://doi.org/10.5539/ijbm.v8n8p31>
- Tran, L. T. T. (2021). Managing the effectiveness of e-commerce platforms in a pandemic. *Journal of Retailing and Consumer Services*, 58(September 2020), 102287.
<https://doi.org/10.1016/j.jretconser.2020.102287>
- Udo, G. J., Bagchi, K. K., & Kirs, P. J. (2010). An assessment of customers' e-service quality perception, satisfaction and intention. *International Journal of Information Management*, 30(6), 481-492.
<https://doi.org/10.1016/j.ijinfomgt.2010.03.005>
- Uma, S., & Bougie, R. (2010). *Research Methods for Business*.
<http://www.sekaran.uma.research.methods.business>
- Utami, P., & . A. (2019). Optimization of Utilization of E-Commerce on Halal Products in Indonesia. *Eastern Journal of Economics and Finance*, 4(1), 14-23.
<https://doi.org/10.20448/809.4.1.14.23>
- Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: Toward a unified view. *MIS Quarterly: Management Information Systems*, 27(3), 425-478.
<https://doi.org/10.2307/30036540>
- Wibowo, A. (2011). *Maqoshid Asy Syariah : The Ultimate Objective of Syariah*. 4, 1-23.
- Yoo, C. W., Sanders, G. L., & Moon, J. (2013). Exploring the effect of e-WOM participation on e-Loyalty in e-commerce. *Decision Support Systems*, 55(3), 669-678.
<https://doi.org/10.1016/j.dss.2013.02.001>
- Yusuf, A. S., Che Hussin, A. R., & Busalim, A. H. (2018). Influence of e-WOM engagement on consumer purchase intention in social commerce. *Journal of Services Marketing*, 32(4), 493-504.
<https://doi.org/10.1108/JSM-01-2017-0031>
- Zhang, J., Cheng, M., & Yu, N. (2020). Internet Use and Lower Life Satisfaction: The Mediating Effect of Environmental Quality Perception. *Ecological Economics*, 176(June 2019), 106725.
<https://doi.org/10.1016/j.ecolecon.2020.106725>
- Zhang, X., & Prybutok, V. R. (2005). A consumer perspective of e-service quality. *IEEE Transactions on Engineering Management*, 52(4), 461-477.
<https://doi.org/10.1109/TEM.2005.856568>