Aida Store's Electronic Word of Mouth Communication Model in Building Customer Loyalty

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ABSTRACT : *The development of digital communication technology has given rise to electronic Word of Mouth (e-WOM) as a form of consumer communication that shapes customer loyalty. In the context of e-commerce, consumers tend to trust other consumers' reviews and experiences more than promotional information submitted by sellers. This research aims to understand the electronic Word of Mouth communication model applied by AIDA Store in shaping customer loyalty. This research uses a qualitative approach with descriptive methods. The informants in this study consisted of key informants, namely AIDA Store consumers, and supporting informants, namely shop owners. Data collection techniques were carried out through in-depth interviews, observation, and documentation. The theory used to analyze the data is Integrated Marketing Communication (IMC) which is associated with the concept of customer loyalty. The results show that e-WOM communication in AIDA Store occurs naturally and involves a two-way communication process between consumers and stores. Findings based on the five main focuses show that: (1) consumers perceive AIDA Store's content to be attractive and unengineered; (2) consumers actively gather information through various digital platforms; (3) consumers feel comfortable consulting directly with the store; (4) online reviews have a strong emotional influence on purchasing decisions; and (5) consumers feel more confident after reading positive reviews. This process shows that consumer loyalty is formed gradually through a series of consistent, transparent and responsive communication experiences.*

KEYWORDS e-*WOM, customer loyalty, marketing communication, IMC, AIDA Store*

I.   INTRODUCTION

in achieving a desired goal. To achieve this goal, companies must strive to produce and deliver goods and services according to consumer desires. Consumers must also receive satisfactory service with supporting facilities. One of the most effective and efficient marketing efforts for goods or services today is an electronic word-of-mouth (eWOM) communication strategy that utilizes online media.

An eWOM communication strategy is simply a conversation involving customer reviews about a product, written or uploaded online on social media or e-commerce platforms. Electronic word of mouth, whether intentionally or unintentionally, has become a crucial part of the business world, especially in digital marketing. It certainly motivates businesses to adapt in their product and service marketing activities, as technological advances are changing consumer purchasing habits and behavior.

The eWOM communication strategy is considered to be a communication strategy that produces positive results in decision-making because potential consumers tend to trust the recommendations or testimonials of others. Electronic Word of Mouth is a marketing activity that is carried out from one individual to another as an intermediary based on experience and products or services, whether delivered in writing, verbally, or through electronic communication devices capable of connecting to the internet (Octavia et al., 2023).

The occurrence of eWOM in online media has the potential to experience rapid development, because the spread of this communication model is not only done by conventional word of mouth, but can also be disseminated through internet social media which is currently increasingly advanced. The spread of the internet is also very easy, the rapid dissemination of information is widespread because access is very relatively efficient, one of which is Line, YouTube, WhatsApp, Facebook, and other applications. Electronic Word of Mouth activities are said to be more efficient in their marketing activities because eWOM activities are based on a person's experience in consuming a product or service of a company. Whether or not consumers are satisfied determines the results of eWOM communication, both positive and negative, which will arise, so that this can have an impact on the company.

Electronic Word of Mouth is a relatively new and effective form of marketing communication, evolving from traditional Word of Mouth. As a direct recommendation from one individual to another, eWOM has high credibility because it originates from personal experiences that are considered authentic. Advances in information and communication technology have resulted in WOM evolving into eWOM, with interactions and

recommendations no longer limited to face-to-face conversations but expanding through digital platforms such as social media, e-commerce reviews, and online communities.

Reported by kasir pintar.id, based on survey data on Word of Mouth in the world of marketing conducted by HubSpot, a business growth management platform, the results show that as many as 88 percent of people worldwide trust recommendations from friends or family regarding a product more than through advertisements in other media. HubSpot, headquartered in Cambridge, Massachusetts, United States, released other survey data on Word of Mouth in marketing. The results of their survey state that in fact, around 75 percent of people dislike advertisements, but 90 percent of them trust recommendations from family or friends more.

Digital marketing activities are currently undergoing rapid change due to technological advancements. Business owners can now market their merchandise or products online using electronic commerce (e-commerce) systems, commonly known as internet networks.

The e-commerce system in Indonesia includes marketplaces, sites or platforms that apply conventional market concepts online and are highly sought after by the public. Currently, marketplaces are quite diverse. Some of the country's most popular marketplaces include Lazada, Shopee, Tokopedia, Bukalapak, Blibli, Bhinneka, and Zalora. These marketplaces offer up to millions of stores, offering a wide range of primary and tertiary needs, from groceries and food and beverages to clothing, electronics and communication devices, and even motor vehicles.

Shopee, Lazada, and other marketplaces are well-known merchants in Indonesia, offering a wide range of options, such as cash on delivery (COD), making things easier for customers. Apps like Lazada and Shopee often employ word-of-mouth marketing strategies. This strategy encourages consumers to talk about their products or services with others.

Marketplaces often offer referral programs, where users receive incentives (e.g., discounts, vouchers, or points) for inviting friends to join or make purchases. This directly motivates users to recommend the platform to others.

Produk kecantikan yang menggunakan marketplace seperti shopee adalah AIDA store. AIDA store berdiri pada tahun 2022. AIDA Store ini diambil dari nama pemiliknya yang bernama Aida. Ia berfokus pada kategori kosmetik yakni wangi-wangian (parfum) dan juga lipstik yang saat ini sangat diminati oleh semua kalangan. Aida memperkenalkan produk pertama kalinya dalam satu varian rasa dengan menyebarluaskan melalui aplikasi whatsapp. Agar bisnisnya tetap bisa berjalan dan dapat menjangkau lebih banyak konsumen, AIDA Store memutuskan untuk membuka tokonya daring secara e-commerce dengan memanfaatkan marketplace atau lokapasar Shopee, media sosial Instagram, dan aplikasi pesan singkat Whatsapp.

Meanwhile, Yusuf et al., (2022) in their journal explained that e-commerce is an extension of the meaning of electronic business (e-business), which encompasses customers, services, and collaboration across various business relationships, as well as the use of electronic transactions within a business. E-commerce itself is a platform used for website-based marketing, with the website functioning as a bridge for transactions or serving online promotional and buying and selling processes.

The presence of e-commerce certainly has a positive impact in the business world because it can increase the cost efficiency incurred by customers, the existence of e-commerce also seems to have an impact on business activities which include increasing efficiency in shopping, reducing costs, and helping companies in maintaining better relations with customers and also suppliers.

This e-commerce system can expand the reach of products sold, as anyone can access and view them from anywhere without having to visit the store where they're sold; they can simply access them via a gadget or computer. This can also significantly reduce marketing costs.

According to Griffin, customer loyalty is a crucial asset for a company. Griffin states, "Loyalty is defined as a noon random purchase expressed over time by some decision-making unit." This means that loyalty is a person's consistent purchase of a product, characterized by decision-making (Normasari et al., 2013).

Customer loyalty is also determined by interactions with product sellers, which can include the level of customer service and product quality. This aligns with Selnes's position that customer loyalty can emerge when customers feel satisfied with a brand or the quality of service they receive, motivating them to continue the relationship (Sasongko, 2021).

It can be concluded that customer loyalty is someone who buys regularly and repeatedly, because loyal customers will continue and repeatedly buy to satisfy their desires which are presented in consistent purchases of preferred products and a positive attitude to recommend the product to others.

This research will focus on AIDA Store, a store that sells various products online through e-commerce. AIDA Store is an online store that predominantly sells cosmetics, specifically perfume and lipstick, in Tangerang Regency, Banten. The perfume products sold by AIDA Store are suitable for both men and women, with various

variants and packaging sizes. Furthermore, lipstick products are also used by women. AIDA Store was founded in 2022. Currently, AIDA Store is still managed by its owner, Aida, and does not have any official employees.

eWOM communication using online media is a more successful and economical marketing technique for goods and services. The existence of a company is crucially determined by the role of eWOM, as information about their products and services can spread widely in a short time. The result is trust in those products from potential consumers.

Electronic Word of Mouth (eWOM) in the modern era is a marketing method used by companies to promote the products or services they offer and to build their image among consumers. Electronic Word of Mouth (eWOM) communication is used in marketing activities. Similar to conventional Word of Mouth (WOM), eWOM has become a marketing strategy in this modern era. Many parties are involved in eWOM, from potential consumers to former consumers, who share their reviews or views regarding a product or company (Nasution et al., 2024).

In marketing activities, eWOM and customer loyalty are also indirectly linked. For example, electronic word of mouth determines consumer trust in a brand or product, which in turn leads to customer loyalty.

To achieve these goals, an effective communication strategy is essential, as ultimately, a consumer's decision to purchase or use a product depends on the communication strategy employed. Communication strategies have the potential to change the knowledge, attitudes, and behavior of individuals, particularly consumers, through the transmission of information or messages that occur during interactions. This is especially true if these communication strategies are implemented intensively with consumers and customers.

In his research, Utama (2013) stated that there are five indicators that can be used to formulate an eWOM communication model. These five indicators are: reading online product reviews from other consumers, gathering information from consumer product reviews online, consulting online, feeling anxious if someone doesn't read online reviews before purchasing, and increased self-confidence after reading online reviews. These five eWOM indicators will be used as a reference in this study to become the focus of the research and also the research objectives.

II. RESEARCH METHODS

This study uses a qualitative approach with a descriptive type. Qualitative methods are a form of research whose results are not obtained through statistical analysis or numerical calculations (Strauss & Corbin, 2013). This study uses a qualitative approach with a descriptive type. Qualitative methods are a form of research whose results are not obtained through statistical analysis or numerical calculations (Anggito & Setiawan, 2018). This study will observe the implementation of electronic Word of Mouth communication in AIDA Store's online marketing strategy or E-Commerce in building customer loyalty.

The data collection techniques in this study were interviews and observations. Furthermore, this study utilized primary and secondary data as the primary sources of information. The primary data were obtained directly from key informants who provided in-depth insights related to the research focus, including primary and supporting informants. The primary informants consisted of three active AIDA Store customers selected by the researcher using the questionnaire technique. purposive sampling, with certain considerations that they have the most in-depth knowledge. The supporting informants are AIDA Store owners who were selected using techniques. Primary data was collected through in-depth interviews with customers and AIDA Store owners to gain a comprehensive view of the implementation of electronic Word of Mouth communication in AIDA Store's marketing strategy online or in E-Commerce in building customer loyalty. Observations were also carried out for information related to attitudes, priorities, views, and behavior of informants in eWOM communication. which refers to five eWOM indicators.

The data analysis method used by the researcher aims to systematically describe research findings based on data obtained through observation and interviews. Referring to Miles and Huberman in Sugiyono (2018), the data analysis process is carried out through several important stages. The first stage is the data collection stage, where the researcher obtains as much in-depth information as possible regarding online learning activities using observation and interview techniques. Second, the data reduction stage, which is the process of sorting, filtering, and focusing attention on aspects relevant to the research problem. Third, the data presentation stage, which is carried out by systematically organizing information to support the decision-making process and research actions. Fourth, the conclusion-drawing stage, which takes place from the beginning to the end of the research to ensure that the results obtained have a high level of credibility and objectivity.

Testing the credibility of data or the level of trust in the results of qualitative research is carried out through a number of techniques, such as extending observations, increasing persistence, triangulation, negative case analysis, use of reference materials, and member check. In this study, data validity checking was carried out using these methods.

III. RESULTS ANS DISCUSSIONS

3.1. Consumer Views on AIDA Store Content

Based on research findings on AIDA Store consumers, the presence of online reviews for a product provided by other consumers is considered very important. Through these consumer reviews, consumers can determine the credibility of a store and also the quality of a product offered by an online store in the marketplace. Before making a purchase, consumers and potential consumers will first look at the store's rating in the form of a star rating given through consumer reviews. This also becomes a consideration for consumers in making purchasing decisions. Furthermore, consumers and potential consumers will first look at testimonials from other consumers who have purchased a particular product through photos and videos uploaded in consumer reviews to determine the product's quality.

These findings align with the definition of online consumer reviews, which are a form of electronic word of mouth (eWOM). Consumers first examine online reviews provided by other consumers. In addition to written or affirmative reviews, these reviews can also take the form of ratings ranging from 1 to 5 stars, commonly referred to as consumer ratings. AIDA Store consumers use these consumer ratings to assess the store's credibility in selling its products. They also consider the suitability of a product for purchase based on the store's rating. The more stars given, the greater the credibility or trustworthiness of the online store among consumers.

Product reviews serve as a reference for consumers before purchasing products from a particular online store. These reviews are positive, neutral, or negative statements made by buyers about products, services, and companies. These reviews are publicly available through specific marketplace features. These reviews are particularly helpful because consumers tend to observe the proportion of positive and negative online reviews. More positive reviews lead to stronger purchase intentions (Darmawan, 2023).

A person may switch brands if they receive information deemed reliable from a consumer source. Product information is crucial for potential buyers. They assume objectivity in their product assessments because they are on the same page, although this isn't always the case. Their experiences, such as pleasure or disappointment, serve as an evaluation of the product. This makes consumers more reliant on information provided by fellow buyers or product reviews.

AIDA Store's quality products and responsive, communicative service, meeting consumer expectations, encourages customers who have purchased products from the store to write reviews on the marketplace, thus enticing others to purchase. This, in turn, contributes to the positive image of AIDA Store.

This aligns with the concept of ratings in online consumer reviews, which states that these ratings can be used to assess or assess an online store's credibility and service based on the star ratings given by consumers after purchasing a product. These ratings in online consumer reviews are also a consideration for consumers before making a purchase, as they serve as an indicator of consumer trust in an online store.

Online reviews from various platforms are often used as a source of information to determine satisfaction levels with a product or service. Previous users (actual customers) who leave positive reviews are said to be satisfied with what they received or experienced as a result of a product or service that met or even exceeded their expectations. Customer reviews often relate to various aspects, such as product quality and service quality (Setiawan & Sukmana, 2023).

An online customer rating is a type of review that uses star symbols to express consumer opinions about a product. The more stars a seller receives, the better their rating. Based on this definition, it can be concluded that an online customer rating is an assessment by consumers who have made an online purchase, symbolized by stars, based on their level of satisfaction with the product. Product ratings are one way consumers obtain the product quality information they need (Putri & Lestari, 2022).

Reviews attached in the form of photos or videos provided by other consumers can also provide information on how to represent the quality of a product sold by the seller. Reviews in the form of photos or videos of product images become a consideration for consumers to ensure a product's quality before they make a purchase. Furthermore, photos and videos uploaded by other consumers to the online product review feature can be said to function as a guarantee of a product for consumers. The conformity of the product specifications between those attached in the product description and what the consumer receives can also be determined through these reviews in the form of photos or videos.

Online reviews on the internet contain a variety of different messages, ranging from simple recommendations with a few key points to more detailed and complex recommendations, because in making a decision in an unfamiliar situation, customers need more detailed and specific knowledge. The completeness of an online review can be a key factor for customers when faced with uncertain situations in the online environment due to the large amount of information available (Ermawati, 2020).

Reviews containing images reflect the actual quality of the product, such as color issues, inconsistent specifications, usability issues or high quality, and positive experiences. Furthermore, product reviews are a simple and easy way to find product information, expert reviews, and recommendations from online consumers (Parawansa & Sarjita, 2023).

The existence of online product reviews submitted by consumers through the marketplace can be an indicator of the success or failure of a company or brand in carrying out its marketing communications. The eWOM communication implemented by AIDA Store is in accordance with the concept or theory of Integrated Marketing Communication, carrying out appropriate marketing communications by utilizing facilities provided by the marketplace such as consumer review features that can be in the form of writing or photos and videos. The good and satisfactory quality of AIDA Store products has a role in deciding consumers to provide product reviews in the form of photos or videos. AIDA Store's eWOM communication is also good because its marketing can be carried out effectively because the service provided is the quality of the product received by consumers according to what is offered so that it helps build a positive image of AIDA Store.

The goal of Integrated Marketing Communication (IMC) is to attract or provide direct results to the behavior of its target audience. IMC considers all sources that can connect customers or potential customers with the products or services of a brand or company as potential channels for delivering messages in the future. Furthermore, IMC uses all forms of communication that are relevant and acceptable to customers and potential customers. In other words, the process begins from customers to potential customers, then returns to the company to determine and define the forms and methods that need to be developed for an engaging communication program (Suherman, 2017).

Some other goals of IMC according to Qiscus.com are: 1) Delivering consistent brand voice and messages. This means that leads can truly receive and understand the message our brand wants to convey. Leads are a group of potential customers who are interested or have a passion for a brand; 2) Useful for building Brand Value. Through IMC, the elements of a brand will also be formed more easily. For example, the logo, value proposition, marketing content, and brand voice. Thus, we can maximize brand value more easily; 3) Creating an effective Customer Experience. In the digital world, customers are not only looking for favorite products or services. Customers also want experiences that are highly tailored to their desires. With an IMC strategy, customers will also determine how the business message is conveyed, thus resulting in a better customer experience.

3.2. How Consumers Gather Product Information

Based on consumer research findings, it can be seen that before purchasing a product, consumers will first search for and gather information, such as the product's advantages and disadvantages. Consumers gather this information not only through a single marketplace source, but also from social media platforms like TikTok, Instagram, and WhatsApp by watching unboxing videos on Instagram and WhatsApp stories, as well as other websites. This step is taken to ensure and compare a product they buy with similar products sold by other stores, both to determine quality and price. Consumers can also obtain product information from other consumers' comments.

Online customer reviews are customer reviews, both positive and negative, about products sold in online shops. These reviews are used to evaluate information about goods and services sold by third-party sites and retailers. On the other hand, online customer reviews are defined as a diverse source of product information, and online site visitors generally prefer to read OCRs when deciding which products to purchase (Shafwah et al., 2024).

The experiences of other buyers who have purchased a product also play a crucial role in shaping consumer decisions, ultimately leading to purchasing products sold by AIDA Store. The experiences shared by other consumers in these reviews serve as a basis for consideration and comparison before consumers decide to make a purchase. The greater the number and variety of reviews provided by other buyers as consumers search and gather product information, the more comparisons and considerations they make when making a purchasing decision.

The existence of consumer reviews on this marketplace is very useful and helpful for consumers before making a purchase. These online consumer reviews can provide a wider audience with information about a product offered by an online store, from quality, delivery service, to the value-for-money ratio between price and quality. The buying experiences shared by other consumers in these online consumer reviews also play a role in the audience's consideration process before making a purchase decision based on the information obtained from these consumer reviews. Potential consumers can also compare products through consumer reviews.

Reviews shared by previous users are considered by potential users to be more representative of the actual situation and more trustworthy than information provided by service providers/companies. Online reviews are assessments given by consumers after using a particular product or service, in which they provide opinions on various aspects such as quality,

benefits, and personal experiences. They provide information to other consumers, enabling them to make more informed purchasing decisions and ultimately allow consumers to compare products according to their needs (Lestari et al., 2025).

Sutanto and Aprianingsih, in Parawansa and Sarjita (2023), state that online consumer reviews are a form of eWOM and can be considered a new form of marketing communication that can attract and play a role in the purchasing decision-making process. Information obtained from online consumer reviews can be used to identify and evaluate products that consumers need. There are at least four indicators of product reviews. First, awareness. Consumers are aware of the existence of the product review feature and use this information in the selection process. Second, frequency, meaning consumers often use the product review feature as a source of information related to the product they are looking for. Third, comparison. Before purchasing a product, consumers read reviews of the product they intend to buy in the marketplace and compare one product review with another. Fourth, influence. The product review feature in the marketplace provides an allure in the consumer product selection process.

As previously explained, the quality of a product or brand can be determined through online consumer reviews. These consumer reviews even serve as a guarantee for consumers and represent the genuine quality of a product sold by the seller, based on the experiences of consumers who have already purchased it.

An online customer review is a product review written by consumers based on their experiences, reflecting the product's quality, and is written in a feature provided by the marketplace. The existence of online customer reviews is very popular because it is a factor that can shape consumer purchasing decisions. An online customer rating is a part of the review that uses star symbols to express consumers' opinions about a product. The more stars given, the better the seller's rating. Based on this definition, it can be concluded that an online customer rating is an assessment from consumers who have made an online purchase, symbolized by stars based on their level of satisfaction with the product. Ratings for a product are one way consumers obtain the product quality information they need (Putri & Lestari, 2022).

3.3. Consumer Online Consultation

Based on research findings, it is known that consumers consult online before purchasing AIDA Store products if there is information in the product description that is unclear. They consult online with the store via direct message (DM), contact the website directly, chat or chat on social media WhatsApp, and chat via comments when the AIDA Store hosts a live broadcast. During online consultations, consumers usually ask about product quality, product material quality, size, and other product details. Apart from consulting online with the store, consumers also consult online with other consumers, such as their colleagues who have purchased products from AIDA Store. They ask about the quality of the product and how fast the product is delivered by the seller.

Timely delivery is a key dimension of logistics services that shapes customer perceptions of service quality. Delayed delivery can lower customer satisfaction levels even if the product quality remains good (Sularsih & Wiryawan, 2025). Consumers expressed satisfaction with the service provided by AIDA Store due to its responsiveness in answering questions about the products it sells. AIDA Store's responsiveness in answering customer questions, both via chat and live broadcasts, makes customers feel comfortable, leading them to return to purchase products from AIDA Store.

The relationship between e-service quality and customer satisfaction can be partial and significant. Furthermore, e-services can have a positive and significant impact on customer satisfaction. This means that the higher the e-service quality, the higher the level of customer loyalty (Suherman et al., 2022).

AIDA Store's marketing communications utilizing the "Seller Chat" feature in the marketplace with consumers are more personal because the ongoing conversation can only be done according to the consumer sending the message, not communicating with consumers simultaneously. In addition to marketing communications conducted by AIDA Store through online consultations with the "Seller Chat" feature, AIDA Store also applies electronic Word of Mouth marketing communications through live broadcasts. When they hold these live broadcasts, marketing communications can be carried out more widely and anyone can interact or ask questions directly to the seller through the comments column provided by the marketplace in this live broadcast facility. AIDA Store's fast response to consumer questions either through the "Seller Chat" or "Direct Message (DM)" feature becomes eWOM implemented by this store and ultimately creates comfort for consumers, thus forming their loyalty to AIDA Store.

Ethical salesperson behavior can lead to higher customer satisfaction, loyalty, and trust. Ethical salesperson behavior can shape customer satisfaction. Customers will trust the salesperson. Ethical salesperson behavior also impacts customer loyalty. However, this impact is not directly proven and is only mediated by customer satisfaction and trust in salespeople (Suherman et al., 2022). One of the benefits of electronic word of mouth (eWOM) communication is that consumers not only obtain information about products and services from people they know, but can also receive various information about products and services from a wide and geographically dispersed group of people who have experience with the products and services. Electronic word

of mouth (eWOM) is considered an alternative source for consumers to receive information about products and services based on buyer considerations, reducing the impact on the company compared to traditional marketing and advertising (Ahmad & Febriana, 2018).

This online consultation conducted by consumers with AIDA Store is in accordance with the nature of IMC, which in practice is a two-way marketing communication, namely between buyers and sellers. This online consultation allows consumers to obtain clearer information directly from the seller, especially when the product information or product description attached to the online store window is felt to be unclear by consumers. The delivery of information delivered by AIDA Store is also certainly a form of marketing communication to consumers and potential consumers. This two-way or reciprocal communication can also create an atmosphere of closer interaction between consumers and sellers so that consumers feel comfortable shopping at AIDA Store. According to an expert, Tjipto (2008), Integrated Marketing Communication (IMC) is an extension of the term advertising (promotion). The difference between advertising and IMC is that advertising is more directed at one-way information, while IMC emphasizes the delivery of information in two directions. The perception is that advertising is mass communication, while IMC is more personal. Integrated Marketing Communication (IMC) is also an organizational concept for integrating and aligning communication channels to deliver clear messages, foster reciprocity, and build consumer confidence in the products being marketed. IMC strategy is closely related to the world of marketing. The four main IMC tools are sales promotion, publicity, personal selling, and advertising (Safitri et al., 2022).

3.4. Consumer Feelings When Reading Online Product Reviews

Based on research findings, AIDA Store consumers are concerned if they haven't read or haven't read online product reviews from other consumers. These product reviews can alleviate concerns and doubts before making a purchase. These online reviews allow them to assess and confirm the quality of the products they intend to purchase through photos and videos uploaded by other consumers who have purchased the same products.

The presence of online reviews provided by other consumers also helps consumers in deciding to purchase products based on their desires and needs. Moreover, they also said that these online reviews provide assurance for them as consumers before making a purchase because whether or not the item they are about to buy matches their personal expectations is determined by these online reviews. Furthermore, research findings on consumers also show that product reviews provided by other AIDA Store consumers about the products sold by this store have a positive image, so consumers decide to shop at AIDA Store again.

Online customer reviews also serve as a tool to assist consumers in decision-making, a mechanism for feedback, and a recommendation system in e-commerce. Thus, it is clear that online customer reviews influence purchasing decisions (Shafwah et al., 2024).

The existence of online reviews can also lower consumer expectations for a product, encouraging other consumers to upload testimonials and videos of products they have purchased. Furthermore, these online reviews are very helpful for consumers, as they can minimize the risk of disappointment before and after purchasing a product. The presence of online consumer reviews is indeed important for consumers because they can align their expectations with the reality of the goods or products they receive. Consumers' anxiety about a product can also be reduced after reading a number of these online consumer reviews. They can determine the quality and whether a product meets their expectations.

Online customer reviews are expected to provide positive expectations to potential buyers. However, online customer reviews are also recognized as credible and reliable information by companies in helping potential consumers decide which products to purchase. This is because online consumer reviews are trusted as honest opinions and serve as a promotional tool (Shafwah et al., 2024).

This way, consumer disappointment can be minimized thanks to the online consumer review feature provided by this marketplace. This online consumer review feature can also be utilized by sellers, specifically AIDA Store, to gauge market response and inform their considerations if any sales aspects need to be evaluated.

Online customer reviews (OCRs) are customer reviews, both positive and negative, about products sold in online shops. These reviews are used to evaluate information about goods and services sold by third-party sites and retailers. On the other hand, online customer reviews are defined as a diverse source of product information, and online site visitors generally seek out OCRs when deciding which products to purchase (Shafwah et al., 2024).

The most common form of eWOM is online reviews. Users of a product or service can share their experiences after using it through online platforms. These reviews typically describe their impressions of using a particular product or service at a specific location. As such, these reviews are often found as a combination of positive and negative words, resulting in a comprehensible review (Setiawan & Sukmana, 2023).

These online consumer reviews, as previously explained, are very beneficial for consumers because through this consumer review feature, consumers as buyers can obtain various important information from other consumers that may not be found in the product description or information attached to the online store. They will consider whether or not to buy a product based on the experiences of other consumers shared through this review feature. These online consumer reviews also serve as a form of electronic word of mouth for an online store, in this case AIDA Store, as the party marketing their products.

Another benefit of electronic word of mouth (eWOM) communication is that consumers not only obtain information about products and services from people they know, but can receive various information about products and services from a group of people spread widely and geographically who have experience with products and services. Electronic word of mouth (eWOM) is considered an alternative source for consumers to receive information about products and services based on buyer considerations, reducing the impact on the company compared to traditional marketing and advertising (Ahmad & Febriana, 2018).

The existence of online consumer reviews eliminates the need for AIDA Store to market its products directly, as the marketing process runs automatically through product reviews submitted by consumers. This allows for more effective product marketing and reduces marketing costs due to electronic word of mouth. This aligns with the benefits of electronic word of mouth, one of which is to improve marketing cost efficiency.

Electronic Word of Mouth (eWOM) has several benefits in the world of marketing. eWOM itself has two (2) main benefits, namely: 1) Being an effective promotional method, because when customers are satisfied with purchasing a product, they will tend to tell others about their experience and can spread and reach a global audience more easily and quickly; and 2) Being an efficient promotional method because it does not require large costs and there are efficiencies in manpower and procedures (Variansyah et al., 2023).

Of course, AIDA Store must also be able to manage this eWOM communication effectively, as this marketing model carries significant risks due to the rapid spread of information in online consumer reviews. If a consumer review is even slightly negative, AIDA Store, as the store owner, must immediately evaluate it to maintain its image.

With eWOM, companies can leverage the situation and conditions to conduct indirect marketing to consumers to attract buying interest and encourage them to make purchasing decisions. This provides companies with the opportunity to increase product sales and market share, as well as generate profits. Therefore, it is beneficial for companies to implement eWOM as a form of marketing communication to their consumers. Effectively utilizing eWOM by companies can expand reach and increase interaction with consumers, thereby strengthening brand relationships and building consumer loyalty. However, companies must also be aware of the potential risks associated with eWOM and manage it wisely to achieve optimal results. The use of electronic word of mouth (eWOM) as a marketing strategy has become a powerful strategy and plays a significant role in shaping consumer attitudes toward a product or service. Social media is the reason why this can have a powerful impact, namely because it provides facilities for disseminating information to a large audience, and users can even share similar reviews with which they agree. These reasons make social media a medium for consumers to obtain information about brands (Nasution et al., 2024).

3.5. Consumer Confidence After Reading Online Product Reviews

Based on research findings, it can be seen that consumers become more confident in purchasing a product after reading online product reviews. As consumers, they feel happier, calmer, and more supported before purchasing a product because of the presence of these online reviews. Furthermore, the AIDA Store has received positive reviews, and no one has expressed disappointment with products purchased by other consumers, thus increasing consumers' confidence in purchasing products offered by the store.

A person may switch brands if they receive information deemed reliable from a consumer source. Product information is crucial for potential buyers. They assume objectivity in their product assessments because they are on the same page, although this isn't always the case. Their experiences, such as pleasure or disappointment, serve as an evaluation of the product. This makes consumers more reliant on information provided by fellow buyers or product reviews.

An online customer review is a product review written by consumers based on their experiences, reflecting the product's quality, and is written in a feature provided by the marketplace. The existence of online customer reviews is very popular because it is a factor that can shape consumer purchasing decisions. An online customer rating is a part of the review that uses star symbols to express consumers' opinions about a product. The more stars given, the better the seller's rating. Based on this definition, it can be concluded that an online customer rating is an assessment from consumers who have made an online purchase, symbolized by stars based on their level of satisfaction with the product. Ratings for a product are one way consumers obtain the product quality information they need (Putri & Lestari, 2022).

Auliya et al., (2017) in their journal involving 100 respondents from Surakarta aged 17 to 35 years old showed that online customer reviews positively and significantly influence consumer purchasing decisions. Furthermore, online customer reviews are also interpreted as a means for potential consumers to obtain as much information as possible about a product they wish to purchase, thus shaping their purchasing decisions.

Consumer confidence in purchasing products is also shaped by the credibility of AIDA Store, as determined by its ratings. AIDA Store itself has a 5-star rating from its customers, indicating strong consumer

trust in AIDA Store. A store with a high number of star ratings can be used as an indicator of the credibility of an online store in its sales activities. Likewise, product quality and service quality can be determined based on these star ratings.

The more stars given, the better the rating. The rating indicator is usually given by consumers as feedback. This rating consists of 1 to 5 stars which contain three main aspects, namely: 1) Credible, which is related to the quality or strength in creating consumer trust which consists of: Rating information is also trustworthy, and consumer trust in ratings given by other consumers; 2) Expertise, which allows professional consumers to filter available information, and consumers have an incentive to uphold quality standards which consist of: The existence of a rating feels professional in assessing products and the existing rating information is useful for consumers; 3) Enjoyable, namely consumers function as sources and recipients of information so that it is pleasant, attracting consumer trust which consists of: Feeling happy to receive rating information and feeling interested in a product with a rating (Nurhayati et al., 2023).

Honest online reviews, not the deliberate manipulation of reviews and fictitious product ratings by the store, encourage consumers to return to AIDA Store. Consumers often provide feedback to other consumers who have reviewed a product, helping them gain information about the product they intend to purchase. Honest online reviews are also seen by consumers as providing more credible and comprehensive insight and information about the product they intend to purchase, including aspects of quality, advantages, and disadvantages, ultimately leading to informed purchasing decisions and repeat purchases at AIDA Store.

Therefore, online customer reviews are expected to provide positive expectations for potential buyers. However, on the other hand, online customer reviews are also recognized as credible and reliable information by companies in helping potential consumers decide which products to purchase. This is because online customer reviews are trusted as honest opinions and serve as a promotional tool.

The existence of positive online reviews is beneficial for both parties involved in eWOM communication, namely buyers and sellers. For buyers or consumers, positive product reviews can help them in considering and deciding to purchase a product because they contain various information on the product to be purchased. Meanwhile, for sellers, positive online reviews can build a better image of their brand or store among a wider audience. In this discussion, positive online consumer reviews on the AIDA Store in the marketplace arise due to good and satisfactory service, the conformity of the goods received with the product description and fast delivery from AIDA Store so that consumers give a positive assessment. Positive online consumer reviews on AIDA Store are a form of eWOM communication that is successfully implemented through service to consumers, thus building consumer loyalty.

Customer satisfaction is often associated with service quality. Service quality is the level of service delivered to customers and perceived (assessed) by those customers. Perceived service quality is part of the broader concept of customer satisfaction and customer behavior, which incorporates loyalty intentions and communication. The relationship between electronic service quality and customer satisfaction can be partial and significant. Furthermore, e-services can have a positive and significant impact on customer satisfaction. This means that the higher the quality of e-service, the higher the level of customer loyalty (Suherman et al., 2022).

3.6. Implementation of eWOM Communication

Based on research findings on AIDA Store owners, it can be seen that, as stores or sellers, they do not ask consumers or customers to provide direct online ratings and reviews. AIDA Store allows its consumers to provide reviews and ratings after a product transaction has been completed. The presence of social media such as WhatsApp also makes it easier and faster for AIDA Store to follow up and respond to consumers. AIDA Store will directly contact consumers who have purchased after the transaction has been completed to inquire about the products they sell. Positive consumer responses will be conveyed through testimonials on the Shopee marketplace and social media, such as WhatsApp and Instagram.

In its implementation, eWOM communication conducted by AIDA Store not only utilizes online consumer reviews, but they also regularly interact with consumers who have purchased their products through social media such as Whatsapp and Instagram. The combination of eWOM communication forms conducted by AIDA Store by utilizing online consumer reviews and social media and providing product price discounts as a form of persuasive communication in its marketing activities is in line with the concept of integrated marketing communication (IMC). Several marketing techniques are combined to attract the audience with the aim of changing behavior, in this case so that the audience repurchases products sold by AIDA Store.

Online stores promote their products by offering attractive prices. Affordable prices, coupled with perceived high quality, attract consumers. High prices are also used as an indicator of superior product quality. Several studies have shown that price plays a role in determining purchasing behavior. Price can stimulate interest.

Purchasing decisions are also shaped by attractive price offers. Other behaviors influenced by price include post-purchase behaviors such as customer satisfaction, repeat purchases, and loyalty (Darmawan, 2023).

With integrated marketing communication (IMC), AIDA Store has implemented more effective and cost-efficient marketing compared to conventional marketing. Electronic Word of Mouth (eWOM) communication leverages online consumer reviews and regular interactions with its customers via WhatsApp and Instagram. This practice has effectively implemented integrated marketing communication in marketing products and shaping the store's image to a wider audience.

The steps and forms of eWOM communication carried out by AIDA Store are in accordance with the objectives of IMC, utilizing all available communication sources and channels to convey messages to the public and consumers so that they purchase the products offered by AIDA Store. The main objective of IMC is to attract or provide direct results to the behavior of its target audience. IMC considers all sources that can connect customers or potential customers with the products or services of a brand or company as potential channels for delivering messages in the future. Furthermore, IMC uses all forms of communication that are relevant and acceptable to customers and potential customers. In other words, the process begins from customers to potential customers, then returns to the company to determine and define the forms and methods that need to be developed for an engaging communication program (Suherman et al., 2022).

3.7. The Impact of eWOM Communication on Consumer Loyalty

Research findings on AIDA Store owners indicate that their eWOM implementation is working quite well, with satisfactory results. This is evident in the positive reviews and product recommendations provided by consumers or customers, strengthening their image and trust in AIDA Store, encouraging them to return to shop there.

The online consumer reviews submitted by AIDA Store consumers in the form of five-star ratings already represent the quality of the products and services provided to their customers. AIDA Store's five-star rating also helps build consumer trust, leading to their decision to purchase products at AIDA Store. AIDA Store can also be said to be an online store with very high credibility, as seen from consumer assessments through ratings reaching five stars, which means very good. The provision of product price discounts that AIDA Store provides to its consumers is a persuasive communication to encourage its customers to provide positive eWOM which ultimately builds customer loyalty.

PerceptionPrice can determine customer loyalty, and this should be a profitable consumer behavior for retailers. Online stores offer consumers a range of purchasing opportunities, many of which feature discounts. The effectiveness of these discount offers will instill greater confidence in subsequent decision-making if they align with consumers' perceptions that prices are genuinely discounted. Meanwhile, price manipulation aimed solely at increasing store visits will only negatively impact the store (Darmawan, 2023).

Online reviews from various platforms are often used as a source of information to determine satisfaction levels with a product or service. Previous users (actual customers) who leave positive reviews are said to be satisfied with what they received or experienced as a result of a product or service that met or even exceeded their expectations. Customer reviews often relate to various aspects, such as product quality and service quality (Setiawan & Sukmana, 2023).

AIDA Store's five-star rating is sure to attract and entice customers to shop there. The audience will grow in confidence and trust in AIDA Store due to its excellent credibility. This trust indicator is also what potential customers consider before deciding to purchase products from online stores on marketplaces. This aligns with the concept of consumer ratings, which are part of online consumer reviews, where store ratings demonstrate a store's credibility.

Product reviews are written by consumers in columns provided by e-commerce platforms that reflect the actual quality of the product, such as color issues, inconsistent specifications, usage issues, high quality, and a good experience (Mulyana, 2021). Intense interaction between AIDA Store and its customers through social media and marketplaces also contributes to their loyalty to AIDA Store. This intense interaction in the form of communication between AIDA Store and its customers through WhatsApp and Instagram, as well as its marketplace, can create familiarity between the two parties. Consumers who are AIDA Store customers feel comfortable because of the intense communication built by AIDA Store, which instills a sense of trust in the store. This sense of comfort is a form of service to consumers by the seller, which ultimately makes them decide to return to shop and be loyal to AIDA Store.

The electronic word of mouth communication between consumers and AIDA Store can be a reflection of the success of the integrated marketing communications implemented by AIDA Store in its marketing activities. In addition to its credibility, consumers naturally recommend AIDA Store products and stores to others based on the quality of customer service they receive.

In general, customer loyalty can be defined as a state where consumers feel satisfied with the product or brand they consume, leading them to repurchase the product or purchase the same product or brand repeatedly. The longer a customer remains loyal, the more profit a business can gain from that customer. Consumer loyalty can be divided into two groups: brand loyalty and store loyalty. Brand loyalty is also a positive consumer attitude towards a brand and consumers have a strong desire to repurchase the same product now and in the future. Store loyalty is consistent consumer behavior and loyalty to the store where consumers can buy the desired product brand.

3.8. Supporting Factors for Successful eWOM Communication

Research findings on AIDA Store owners show that eWOM communication carried out by sellers will be successful if supported by at least 5 (five) factors, including accurate and relevant information, frequency and communication with consumers, customer interaction, brand reputation, and platforms used in product marketing.

In its marketing activities, AIDA Store doesn't rely solely on marketplaces. It utilizes social media platforms like WhatsApp and Instagram, combined with marketplaces, to market its products as a form of eWOM communication, helping to promote and deliver more effective results.

The use of a number of electronic technologies, including electronic bulletin boards, newsgroups, online discussion forums, blogs, social media, and review sites, has become a facilitator in information transactions for many communicators. Furthermore, eWOM is more powerful and flexible than conventional Word of Mouth. Most written information presented on the internet is stored by the system so it can be accessed at any time. The third characteristic is accuracy. Electronic Word of Mouth is more accurate than conventional WOM because the form of presentation, quantity, and durability of the communication make it easy to observe. The delivery of information by word of mouth online is greater in quantity than through direct face-to-face contact. Furthermore, the credibility of eWOM is considered higher because in most applications, the communicator's ability to assess the level of trust in the communicator and the information conveyed is eliminated. This is different from traditional WOM, which originates from the sender of the information (communicator), so the communicator can determine the credibility of the communicator and the information (Cheung & Thadani, 2010).

Everything from product quality, product suitability, delivery time, customer service, and even seller communication and interactions can be determined through customer feedback, which can be found in written reviews and star ratings. AIDA Store customers rate the store as providing excellent service, leading them to shop there again. This excellent service contributes positively to building customer loyalty.

Customer satisfaction is often associated with service quality. Service quality is the level of service delivered to customers and perceived (assessed) by those customers. Perceived service quality is part of the broader concept of customer satisfaction and customer behavior, which incorporates loyalty intentions and communication (Setiawan & Sukmana, 2023).

The relationship between e-service quality and customer satisfaction can be partial and significant. Furthermore, e-services can have a positive and significant impact on customer satisfaction. This means that the higher the e-service quality, the higher the level of customer loyalty (Suherman et al., 2022).

Unethical sales behavior is defined as behavior that seeks short-term profit at the expense of customers. This includes providing false answers, lying about availability, exaggerating product benefits, lying about competition, selling products/services that are not needed, and employing manipulative tactics.

The ethics of seller behavior can be seen from nine indicators, namely: (1) The seller respects customers well; (2) offers products according to needs; (3) Does not force buying products; (4) The seller's behavior provides a sense of security during transactions; (5) maintains the confidentiality of buyer data; (6) provides honest information; (7) provides true product information; (8) provides information on superior and inferior products; (9) maintains the security of personal data (Suherman et al., 2022).

IV. CONCLUSION

AIDA Store has successfully built customer loyalty through the implementation of electronic word of mouth (e-WOM) communication integrated with an Integrated Marketing Communication (IMC) strategy. Loyalty is formed not only from product quality, but also from positive communication experiences, starting from credible and interesting content, consistent cross-platform information searches, friendly and responsive two-way interactions, to consumer reviews that influence the emotional aspects and confidence in transactions. With message consistency, transparency, and validation of real consumer experiences, e-WOM becomes a strategic tool that can strengthen the emotional and rational connection between consumers and brands, thereby encouraging satisfaction, trust, and ongoing recommendations in the competitive digital era.

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