E-Wom Strategy Through Perceived Usefulness to Increase Repurchase Intention ofPospay Pt Pi

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Abstract: Repurchase Intention is the intention to repurchase or transact the same or a different product more than two times. One of the appropriate strategies to continue maintaining repurchase intention is through e-WOM. This study aims to determine the effect of the e-WOM relationship on Repurchase Intention through Perceived Usefulness as mediation for Pospay's consumers at PT PI. The analysis is based on 201 respondents using Pospay in the passive category or have not made any transactions for more than three months,collecting data through a survey questionnaire. The measurement technique for analyzing used the Smart Partial Least Square version 3. The results showed that e-WOM had a positive and significant effect on Perceived Usefulness, and e-WOM limited a positive and significant effect on Repurchases Intention through Perceived Usefulness mediation. The conclusions and recommendations are that PT PI must increase the frequency of viral and promoting Pospay on various social media, must complete service and payment product features, need to expand payment partners to make transactions and payments easier, have to improve the quality of the security system on the Pospay application and consider the feedback obtained from the customercomplaints to improve service quality.

Keywords: e-WOM, Repurchases Intention, Perceived Usefulness, Pospay**.**

1. Introduction

In recent years, there has been a significant shift in customer behaviour in online shopping and transactions through electronic devices. A growing reliance on the internet for various business activities, commonly referred to as Electronic Commerce/e-commerce [1]. Additionally, the public now predominantly uses social media platforms such as Facebook, Instagram, Twitter, Myspace, WhatsApp, and Line, as well as email and websites, for seeking, sharing, and obtaining information and products, often accompanied by images[2]. This evolving landscape presents opportunities and challenges for meeting the public's electronic needs. One innovative solution is Pospay, a financial service based on technology developed by PT PI. Pospay offers transaction payments, insurance, credits, investments, and savings (PICIS) services. Critical phenomena observed over the past two years include:

a. The number of Pospay accounts (NoA) has grown significantly, reaching 3,953,617 accounts, with 2,077,526 active and 1,876,091 passive accounts.

b. Transaction volumes on Pospay have decreased by 35% from 2021 to October 2022.

c. The value of Pospay accounts (VoA) has also decreased by 35% from 2021 to October 2022.

Precise strategies are essential to maintain and increase repurchase intentions among

Pospay users. One effective strategy involves leveraging electronic Word of Mouth (e-WOM), a form of communication where individuals share positive or negative opinions about products or companies on the internet[3]. This can be achieved through perceived usefulness mediation. Company CEOs continually work on policies, business process models, communication strategies, and customer relationships to ensure their companies thrive and evolve[4]. Ultimately, the goal is to create a delightful customer experience that fosters loyalty and encourages continuous product/service usage[5]. Numerous researchers are exploring e-WOM and repurchase intention due to its significance and the potential for various models to describe the factors influencing repurchase intention[6,7,8]. This research helps shed light on the dynamics of modern electronic commerce and customer behaviour, paving the way for businesses to adapt and thrive in this evolving landscape. *Repurchase Intention* is the intention to purchase back with something product twice or more, either for the same or similar products different[9,10]. Trustcan push meaning for buying or using a product by removing doubt. Beliefs are hope, positives, assumptions, or beliefs of the process cognitive somebody who held and addressed on something object that object will behave like which expected and needed[11]. Perceived Usefulness (benefit)is a factor That influences interest in the use of service[12] Based on the above phenomenon, a research study was conducted to determine the effect of the strategy e-WOM (X) on Repurchase Intention (Y) through Perceived Usefulness (Z) as mediation.

The research hypotheses are as follows:

H1: e-WOM had a positive and significant effect on Perceived Usefulness

H2: e-WOM had a positive and significant effect on Repurchases Intention through Perceived Usefulness

H3: e-WOM had a positive and significant effect on repurchase intention

2. Research Methods

The research employs an explanatory research design, aiming to elucidate the relationship between variables within the research using a quantitative approach. This study falls under the category of quantitative research, focusing on the utilization of numerical data (scores, values, frequency rankings) analyzed through statistics to address research questions or hypotheses and predict the relationship between e-WOM (X) and Repurchase Intention (Y) through the mediation of Perceived Usefulness (Z). The research seeks to determine dependent variables (variables influenced) and independent variables (variables influencing), namely X, Z, and Y, which are interrelated. The sampling method involved 400 respondents who are customers of PT PI and using Pospay. Respondents were selected from the passive customer category, those who have not engaged in transactions for over three months. Out of this total, 201 respondents were selected. Online questionnaires were used through the Google Docs platform, WhatsApp chat, and email to respondents. The objective was to gather data from respondents in different places with broad coverage. The questionnaire comprises questions related to the research on the impact of e-WOM on Repurchase Intention through the mediation of Perceived Usefulness. Of the 201 respondents, 96 are men (48%), and 105 (52%) are women between 20 and 56 years old. To analyze data, SEM-PLS modelling measurement is used. The aim is to discover construct

collinearity and model prediction to test the reliability of latent variables to determine whether they are dependable. The reliability of indicators can be assessed through the 'outer loading' values for each indicator. If the 'outer loading' value exceeds 0.7, then the construct can explain approximately 50% of the indicator's variance[13]. Technique testing and measurement analysis of the hypothesis study employed Smart Partial Least Square (PLS) ver 3.

3. Research Results and Discussion

Table 1. Recapitulation of Validity, Reliability and Bootstrapping Test

Test	Variable	Sig Level	Result
Validity & Reliability	e-Wom	>0,7	0,919
	Repurchase Intention	>0,7	0,943
	Perceived Usefulness	>0,7	0,892
Bootstrapping	e-Wom > Repurchase Intention	>0,05	0,122
	e-Wom > Perceived Usefulness	>0,05	0,547
	Perceived Usefulness> Repurchase Intention	>0,05	0,575

Construct reliability measures the capability of indicators to measure their latent constructs[14].The tool for assessing things is composite reliability And Cronbach's alpha. If the composite reliability is 0.6 – 0.9, it is considered good reliability[15], whereas mark Cronbach's alpha is expected above 0.7 [16]. Based on the picture above, it can be seen that all construct values of Cronbach's Alpha > 0.6 and dominant > 0.9, so it can be said that the construct study is reliable. As proof, Cronbach's alpha value from variable Repurchases Intention as big 0.943 > 0.7 so variable Repurchases Intention reliable, variable Perceived Usefulness as big 0.892 > 0.7 so variable Perceived Usefulness reliable also with variable e-Wom as big 0,919 > 07 is reliable. Process To evaluate level significance or the probability of direct effects, indirect effects, and total effects is Bootstrapping. Bootstrapping can also evaluate level significance from values
other as r square and adjusted rsquare, f square, outer loading and outer weight.
t Statistics value is compared to the t table value to test the influence of the exogenous variable on the endogenous
 variable.
p.s values, For compared to is value is at undersignificance levels, for example under 0.05 or above 0.05 to stateis hypothesis null or hypothesis alternatives accepted or rejected.
The original sample was used for valuecoefficient regression and completeequality regression. The Results in this study are e-Wom > Repurchase Intention is 0,122 > 0,05, e-Wom > Perceived Usefulness is 0,547>0,05 and Perceived Usefulness > Repurchase Intention is 0,575>0,05, these are mean that e-WOM has a positive and significant impact on Perceived Usefulness, and e-WOM has a positive and significant

impact on Repurchase Intention through the mediation of Perceived Usefulness also e-WOM has a positive and significant effect on Repurchases Intention.

4. Conclusions and Recommendations

This research concludes that the strategy to make customers repurchase products can be done because the results showed that e-WOM positively and significantly impacts Perceived Usefulness. E-wom positively and significantly impacts Repurchase Intention through the mediation of Perceived Usefulness. Also, e-wOM has a positive and significant effect on repurchase intention.

Here are the recommendations that can be given:

Increase Social Media Promotion: The company should increase the frequency of Pospay promotions on various social media platforms to raise awareness among customers and the general public about this service.

Product and Service Feature Development: The company should continuously develop product and service features within the Pospay application to make it easier for customers to access information and make payments.

Expansion of Payment Partners: It is essential to expand the network of payment partners to give customers more options for transactions and payments through Pospay.

Enhancement of Application Security: Improving the quality of the security system within the Pospay application is crucial to alleviate customer concerns regarding disruptions or security risks.

Consideration of Customer Feedback: The company should pay attention to and consider customer feedback and complaints to enhance service quality continuously. This will help increase customer interest in conducting transactions again.

By implementing these suggestions, the company can improve its performance, achieve sustainable revenue, and enhance the customer experience with the Pospay service.

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