

The effect of electronic word of mouth on online customer loyalty through perceived ease of use and information sharing

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ABSTRACT

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The development of internet information technology has encouraged the presence of various application platforms that can be used for multiple needs. One application that is very widely used socially is the social media application. Through social media applications, users can share information according to their needs. The use of the internet also supports the use of streaming technology that makes it easier to carry out activities to watch movies online. The availability of information technology facilities and infrastructure makes it easier for people to get films. This study aims to study the influence of electronic worth of mouth on online customer loyalty through information sharing, perceived ease of use, and intention to use. This study collected data using questionnaires as many as 378 respondents of streaming technology users obtained from the spread of 1237 questionnaires, which means a response rate of 30.55%. Data analysis uses the partial least square technique to test the study's hypothesis. The results showed that electronic word of mouth directly affects perceived ease of use, intention to use, and information sharing. Perceived ease of use is based on the intention to use, information sharing, and customer loyalty. Information sharing directly affects the intention to use and online customer loyalty. The results also showed that intention to use impacts increasing customer loyalty. In addition to direct influence, the study's results showed that electronic worth of mouth indirectly affects online customer loyalty through information sharing, perceived ease of use, and intention to use. This research enriches the field of technology acceptance model with perceived ease of use, intention to use, and information sharing. Contributions to the theory of marketing behavior are related to electronic word of mouth and online customer loyalty. A practical contribution to companies engaged in the cinema and internet technology infrastructure providers is to sustainably apply streaming technology as a form of business that society uses.

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1. Introduction

Information technology is developing very quickly and has an impact on improving the welfare of mankind on an ongoing basis. Information technology is also used to simplify work and speed up the completion of work by using more efficient resources. The development cycle of new technologies, especially in the current information age, is very fast and requires every person or group to know and understand it as well. Besides, information and communication technology has developed rapidly and made it easier for users to access and use data at a relatively affordable cost. Therefore, adopting information technology is very important and becoming a concern for the providers in increasing the number of users. In addition, references and information obtained from online sources become essential for customers in choosing and determining products (Yoon et al., 2017).

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Moreover, increasingly modern information technology impacts internet user satisfaction (Tarigan et al., 2019). In 2022, the number of internet users in Indonesia has increased from the previous year to 204.7 million people. Internet access used by Indonesians is more focused on using mobile phones to access the social media community. This result is supported by the internet connectivity speed in Indonesia. The decision-making process is also accelerated as the stakeholder and the community can deliver their interest for the concern of the management, which ultimately has implications for accountability, public trust in the government, and the government's credibility in providing adequate internet services. The increase in internet users in Indonesia is also supported by the success of telecommunications infrastructure development in Indonesia (Jemadu, 2021). With the growth of easily accessible and inexpensive internet connections, low-cost subscription-based over the and top platforms have slowly impacted traditional channels (Menon, 2022). The results of this study show that the use of the internet enables the platform provider to sell and deliver digital products online, such as online transportation, music, transportation tickets, and tickets to watch cinema. In addition, internet technology, such as the social media platform, can be used for brand promotion and sharing information with other travelers in hotel cleaning (Kim & Park, 2017).

In general, internet users in Indonesia spend their free time being involved in social media. Many digital platforms are used and have even become a daily habit, for example, Facebook, Instagram, Twitter, and WhatsApp. In addition, the platform is easy to access to share information quickly. Another example is Tokopedia, Shopee, and Lazada, an online shopping marketplace currently massive in Indonesia. Shopping or selling online has become a habit greatly interested by the public (Zuraidah et al., 2021). In addition, online movies such as streaming can also be distributed using digital platforms by downloading/streaming or through rentals to channels using the internet such as Amazon Video, Apple iTunes, Google Play, and others (Hashim et al., 2019).

The use of information technology on streaming platforms can be placed in the perspective of the technology acceptance model (TAM), which has been widely used in many aspects. The use of information technology allows people to exchange information and opinions freely through the internet to reach other users in many places around the globe and quickly (Lee et al., 2017). The massive use of the internet as a habit can be reflected in the increasing use of social media (Singh, & Goyal, 2019). The social media platform application allows individuals to exchange information with other users through content communication on YouTube, Facebook, Twitter, and LinkedIn (Weerasinghe & Hindagolla, 2018). Social media is used with several online platforms, including social networks, blogs, content communication, and review sites that can conduct conversations, communicate, share information, and build user relationships (Kim & Park, 2017). A study of over 389 respondents in a business school in the USA indicated that the use of Facebook in a week is less than 5 hours/week amounting to 3 %, about 10 hours/week amounting to 13 %, about 15 hours/week 29 %, and more than 15 hours/week amounting to 55 % (Rauniar et al., 2014). Many respondents' relatively long use of social media gives an idea that users are familiar with and efficiently use the Facebook platform well. Another study on the use of video games with social interaction between parents and children in the U.K. can impact perceived convenience through the Facebook social media platform (Bassiouni et al., 2019). Moreover, the use of digital marketing and the level of user trust in the online purchase system in 150 respondents could impact online purchasing intentions on an ongoing basis (Yunusa et al., 2022).

The rapid growth of the internet has changed how individuals communicate, share information, and get information by sharing experiences between individuals online, which is defined as electronic word of mouth (Ma et al., 2019). In addition, communication built to influence customer attitudes and behaviors can be accessed by individuals or groups of people in unlimited numbers over a long period, which is also part of electronic word of mouth (Reimer & Benkenstein, 2016). The consumer's expectations and want could be triggered by electronic word of mouth, combined with repetitive reviews from the consumer. Reviews that are given continuously in the form of positive impressions will positively influence the products offered to customers (Legoux et al., 2016). On the other hand, if the information provided repeatedly with a negative impression will negatively influence the product given (Yoon et al., 2017). Online movie is one of the digital products that can be distributed online for users to watch through a streaming media platform (Legoux et al., 2016). Movies in digital form can be shared with other users online by adding reviews related to known movies (Divakaran & Nørskov, 2016; Hu et al., 2018). Users can provide reviews related to the theme, attributes, and categories of film products of interest so that other users with similarities get benefits (Chen et al., 2021). Research on the relationship between subjective norm and perceived usefulness in using hotel tablet apps in 751 hotel customers in the USA showed that perceived ease of use impacts intention to use. Perceived ease of use indicates the ease of use of the application provided so that with a high level of convenience, customers will use the application provided, and the hotel will be able to more efficiently provide services and increase customer loyalty (Kim, 2016). The hospital industry uses radio frequency identification (RFID) as a cashless payment system to improve intention to use by providing well-perceived ease of use (Ozturk, 2016). The use of the platform on Facebook as a form of social interaction allows users to share information and impact share identity in increasing perceived convenience and enjoyment for users on an ongoing basis (Bassiouni et al., 2019).

In the context of electronic procurement by the company's purchasing department, a study of over 139 respondents shows that perceived ease of use can positively impact intention to use (Brandon-Jones, 2018). Moreover, using smartphones to get travel information can affect the user's intention to use them (No and Kim, 2014). The use of online booking services shows that user satisfaction determines user loyalty because it intensively uses the application (Kucukusta et al., 2015). The reliability of the information obtained in social media related to travel information impacts the ease and comfort of users who continuously and intensively use the application (Chung & Koo, 2015). Online booking of tourism products with reliable information

impacts intention to use, while its perceived ease of use negatively affects it (Sahli & Legohérel, 2015). Research on 231 respondents in the social media community who are always updated about the condition of the movie trend shows an impact on increasing electronic customer satisfaction (Tarigan et al., 2020). In addition, a survey of 123 respondents related to online purchases of cinema tickets showed that perceived ease of use and attitude towards using could impact intention to use (Palumian et al., 2021). Movie streaming users during the Covid-19 pandemic perceive that the ease of access to movies online increases the use of movie streaming on an ongoing basis and produces enjoyment for users (Basuki et al., 2022). Research conducted by Tarigan et al. (2020) states that the use of information technology quality that makes it easier for film users to access movies easily and quickly and provides satisfaction can increase customer loyalty.

This study aimed to examine online customer loyalty to the use of live streaming movies. The discussion of the phenomenon and previous studies illustrates that online customer loyalty in online streaming movies is influenced by several factors such as the electronic worth of mouth, information sharing, perceived ease of use, and intention to use. However, previous studies were only concerned with the direct influence of these factors. This study designed a model that involved the five constructs simultaneously by placing intervening variables to see the role of mediation from the information sharing construct, perceived ease of use, and intention to use. Therefore, this study examines the influence of electronic worth of mouth on online customer loyalty through information sharing, perceived ease of use, and intention to use. Furthermore, this research model extends the technology acceptance (TAM) model by adding the variable electronic worth of mouth and information sharing.

Based on the results of the explanation above, the receipt for writing scientific articles can be determined as follows: the first stage explains the literature review, the relationship between concepts and research models in section 2, and research methods and tests of validity and reliability are set in section 3, data analysis, research discussions and research implications in section 4, and finally, section 5, is the conclusion of the research.

2. Literature Review

The service provider needs to consider using information technology to provide services to users. The use of technology needs to be considered to get the level of acceptance from users to use it easily and usefully (Davis, 1989; Rauniar et al., 2013; Weerasinghe & Hindagolla, 2018). Theoretically, the technology acceptance model (TAM) can express the behavior of using technology. In addition, information technology providers strive to provide ease of understanding of information technology (Kim & Chiu, 2019). Information technology makes it easier for users to design and use it to support their activities. TAM can predict the acceptance of information technology that will be used individually, which is believed to be useful in accelerating their activities and improving their performance. This condition can be said how TAM can have an impact on increasing the ease of doing work with the use of this technology.

2.1 Electronic word of mouth

The use of information technology and social media makes the level of information sharing between individuals and others increasingly massive and even uncontrollable (Singh & Goyal, 2019). Social media can be used as social interaction between users to create and choose relationships between individuals and groups (Menon, 2022). Online products, especially streaming films, can impact user loyalty with increased reviews based on their experiences (Hashim et al., 2019). E-WOM can be defined as a communication built by an individual or group of people to express positive and negative opinions through the internet. The dissemination of e-WOM on social media can be used by providing reviews of a service/product electronically (Lee et al., 2017). E-WOM can develop very quickly in electronics, has unlimited capacity, and can be read and accessed repeatedly at different times (Ma et al., 2019). Statements expressed by customers and former customers about products/services communicated to other customers or potential customers via electronic internet (Mayzlin et al., 2014). A positive experience from consumers in the use of products or services can arouse interest for other users to be able to provide benefits for the company or online site (Reimer & Benkenstein, 2016). Users can do electronic word of mouth by commenting on products/services, creating discussion rooms with fellow users, and expressing opinions and reviews. Users of the service can upload comments on blog sites, social media sites, discussion forums, and other online sites (Singh, & Goyal, 2019). Even service/product providers can provide an online discussion space to get comments from users, former users, and potential users (Divakaran & Nørskov, 2016). Online reviews can have an impact on influencing someone to get the services provided. The use of the internet as a form of reviews given online can increase students' satisfaction (Tarigan et al., 2019).

The results of negative and positive reviews from users can be used as company feedback to improve the services/products provided (Legoux et al., 2016). Sing (2019) stated that as large companies, Facebook, Redbulls, and Netflix have succeeded in using electronic word of mouth to get many subscribers. Users give reviews by providing adequate ratings according to what is perceived by customers (Mayzlin et al., 2014). The indicators used to measure electronic word of mouth as many as five measurement items are: the number of comments given online about Korean drama films, the number of users who provide online reviews about Korean drama films, the number of comments that offer benefits online about Korean drama films, reviews in the form of adequate information from users about Korean drama films online and reviews of information with reliable sources about drama films Korea online.

2.2 Perceived ease of use

Perceived ease of use is the ability of a person or group of people to accept the use of the technology used (Davis, 1989). Users are the primary key to receiving the technology to ensure that they can use it in work on an ongoing basis. This technology facilitates work, and the processing time is getting shorter. The benefits of the technology used can be felt directly by users (Weerasinghe & Hindagolla, 2018). For information technology providers, it is necessary to communicate with users how to use the technology to help complete work and increase productivity. Perceived ease of use can also be said to be the trust of a person or group of users in using specific applications to facilitate activities or work and even be able to eliminate the difficulties faced (Kim & Chiu, 2019). Perceived ease of use is also said to be the ease of use of technology that users feel more intensively in using so that it is confident that it can increase productivity and work efficiency. The ease of using certain technologies can be learned quickly and can be used as needed (Rauniar et al., 2013). The technology used is not difficult in operating the process so that it does not cause difficulties to individuals or groups of users (Bassiouni et al., 2019). The use of smartphones in travel information found that the ease of use determines the intention to use by 0.094 (No and Kim, 2014). Using information technology that is easy for users will be used repeatedly. If the technology system users cannot have an impact on users, it will not use again. Perceived ease of use in purchasing cinema tickets online, using ticket purchase applications, choosing a seat, and finding it easy to book the ticket on mobile (Palumian et al., 2021).

Perceived ease of use of mobile payment technology in Surabaya in making purchase transactions for food and daily necessities using a mobile phone provides convenience in operating applications and becoming proficient (Tarigan et al., 2022). Perceived use as a form of belief of audience users using easy streaming using Over the top (OTT) online (Basuki et al., 2022). The indicators used to measure perceived ease to use as measurement items as many as 6 in this study are: easy to understand the use of Korean drama movies online streaming, easy to get Korean drama movies online streaming, easy to track Korean drama movies online streaming, users easily get the desire for the theme of Korean drama movies online streaming, users easily understand the storyline of Korean drama movies online streaming and easily understand the language that has been used on Korean drama movies online streaming.

2.3 Intention to use

Intention to use can be defined as a person's tendency to reuse the product (Davis, 1989). Reuse of the product used can be caused by needing the product, getting pleasure from the product, and gaining comfort in the use of the product. Intention to use can also be said to be the intention of customers to use the product (Kim & Chiu, 2019). The use of technology used for users can upload their interest in using the product and be able to understand the success of using the product. A person's behavior can also express intention to use information technology tailored to the user's intention or specific attributes. A person intends to use a technology product when needed for a relatively short time, use it for a long time, and even recommend it to others to be used together. The ability of consumers to see the results of reviews shows that the more people who do reviews, the more trusted the information obtained so that they are more often used by consumers (Mayzlin et al., 2014). The tendency of interest, a component of human psychology, to draw additional attention to or pleasure from the object may encourage the achievement of the goal. For instance, gamers can still buy and play video games even when the purpose is to employ technology (Bassiouni et al., 2019). Online streaming has been used to access movies on an ongoing basis by using it repeatedly during the Covid-19 Pandemic (Basuki et al., 2022). The indicators used to measure intention to use are set five measurement items, namely: the intention of users to use online applications in watching Korean dramas repeatedly, user intentions in using Korean drama films with online applications, the tendency of users to use online applications in watching Korean drama movies, Korean drama films used according to their needs or goals with online applications and intentions to use the technology of the Online application of Korean drama films in an over and over again.

2.4 Information Sharing

Sharing information between users and former users in explaining information to other users in using the service product can be done online or offline (Ma et al., 2019). An individual or group of users may share information with other users online on social media (Weerasinghe & Hindagolla, 2018; Rauniar et al., 2013). The information obtained for other users is essential to know the current conditions and predictions for the future. The information conveyed by users will quickly impact decision-making for other users. The sharing of information that occurs within social media between users of streaming platforms is the frequent exchange of information, providing information to each other that can help each other, users are willing to inform information, and provide information about changes that will occur (Yang, 2017; Kulangara, 2016). Many users have also started looking for related information according to their needs, depending on various over-the-top platforms (Menon, 2022). Information sharing among users of products/services can provide leverage for other users to contribute to determining the appropriate decisions. Information technology quality is described by the ease of users accessing movies online, the ease of accessing movies using technology, and the ability to access movies online quickly (Tarigan et al., 2020; Divakaran & Nørskov, 2016; Hu et al., 2018). Information sharing can show that users are used to sharing quality information, and problematic matters related to consumer response and problem-solving requires decision-making in determining solutions for other users. The network and links between users in a discussion forum will impact other users to get information faster. Changes that occur in the information can affect other users in making decisions. The service/product provider company should facilitate sharing information among users to direct users, former users, and potential new users. The company's ability to provide the container can be a place to socialize and even promote directly to all users. Companies can also use the container to clarify

reviews given by users who state positive things and encourage other users to provide more detailed explanations. Information sharing carried out by individuals or groups has an interest in spreading information, ideas, opinions, and responses in the form of reviews and papers of content consumed by other users (Kim et al., 2015). Information sharing that individual use to share and exchange with other users on social media can be a form of fulfilling desires and can even become a need. The indicators used to measure information sharing are set on four measurement items: reviews given accurately about Korean drama films, reviews given updates about Korean drama films, reviews given have been complete about Korean drama films, and reviews given about Korean drama films relating to life.

2.5 Online Customer Loyalty

Online customer loyalty is a combination given by users to a product by providing positive responses and using the product repeatedly via the internet (Juwaini et al., 2022). Users can make repeated purchases using the products/services provided and recommend to others to pay more attention when using it. For example, the competencies given by teachers in online teaching can provide students' satisfaction at a university with an electronic survey method of 2672 students (Tarigan et al., 2019). Online customer loyalty is new and requires a special way for service/product providers to understand it in detail (Yunusa et al., 2022). The company's ability to apply processes to understand customer loyalty on the internet will create an advantage for the company compared to its competitors. The loyalty given by users to the company's service products can provide company profits on an ongoing basis. Customer loyalty can be said to be a customer's intention in maintaining a long-term relationship with service product providers (Juwaini et al., 2022). The company's ability to create value for customers in the form of long-term and maintain it impacts revenue stability. The number of customers who use the products produced by the company is increasingly able to increase the company's profits sustainably. When service users feel satisfied, happy, and can enjoy the provided service products, always try to use them repeatedly. The indicators used to measure online customer loyalty consist of five indicators: making a repurchase by renewing the membership, being willing to pay more as a member, Willing to add to the features provided by the movie provider, continuing to use the products provided, and recommending to others about the online application.

3. Hypotheses Development

Electronic word of mouth that is communicated repeatedly on social media Twitter, will have an impact on increasing the perceived ease of use of the resulting product (Yoon et al., 2017). Reviews given by online streaming media platforms users of online streaming media platforms related to the theme and attributes of the film can impact the wishes of other users who have the same similarity and relevance of the product having the same perception of using the product (Chen et al., 2021). The use of smartphones in travel information was found that online experience in activities on tourism can affect the intention to use by 0.641 (No and Kim, 2014). The use of online booking services found that ease of use determined an increase in intention to use by 0.223 (Kucukusta et al., 2015). The ease of online booking of tourism products negatively influences the intention to use -0.017 (Sahli & Legohérel, 2015). e-WOM Using electronic word of mouth (e-WOM) in making travel from 193 respondents who used websites with structural equation modeling analysis had an impact on perceived usefulness of 0.370 in determining travel planning (Chong et al., 2018). E-WOM impacts the perceived ease of use in food and daily necessities purchase transactions using mobile phones, providing convenience in operating applications (Tarigan et al., 2022). Electronic word of mouth that is communicated repeatedly on Twitter media as a form of sharing information with other users can be done repeatedly and influence customer perception (Yoon et al., 2017). The number of reviews carried out by customers through online word of mouth continuously will have an impact on the tendency of information that can be trusted and credibility (Ma et al., 2019). Reviews given by one user to another online about streaming platform media related to the theme and attributes of the film can impact sharing information to recommend movies to other users (Chen et al., 2021; Hu et al., 2018). E-WOM influences information sharing with mobile payments to purchase transactions for food and daily necessities in operating applications (Tarigan et al., 2022). Social interaction carried out by video game users by posting on Facebook social media platforms as a form of sharing information with other users can have an impact on information sharing for different users and perceived profit for users, and ease of accessing it to be able to generate intentions to get video games on an ongoing basis (Bassiouni et al., 2019). Based on the discussion, the following hypotheses are determined.

The first hypothesis (H1): Electronic word of mouth affects perceived ease of use.

The second hypothesis (H2): Electronic word of mouth affects information sharing.

Third hypothesis (H3): Electronic word of mouth affects the intention to use.

The perception of an online movie viewer through social media platforms in sharing films can impact sharing information (Chen et al., 2021). The reliability of the information obtained in social media for travel information search can impact the ease of use (Chung & Koo, 2015). The trust obtained by users after obtaining information online in booking tourism products influences the intention to use 0.085 (Sahli & Legohérel, 2015). Perceived usefulness in using hotel tablet apps using 751 hotel customers in the USA has an impact on intention to use by 0.532 to understand and provide services based on user groups and preferences (Kim, 2016). Travelers in perceived ease of use making travel from 193 respondents who used websites with structural equation modeling analysis had an impact on information adoption of 0.520 in determining travel planning (Chong et al., 2018). Electronic trusts influence the perceived benefit of using a hotel website for online booking and can

impact the intention to use the website (Wang et al., 2015). Perceived ease of use in Facebook use of 389 respondents at a business school in the USA was able to make an impact on intention to use through perceived. The ease of users using Facebook and making it easier for users to communicate with others affect Facebook's intensive and sustainable use (Rauniar et al., 2013). Online streaming during the Covid-19 Pandemic about films that are used is easily accessible, and users can impact the intention to use on film users in Indonesia (Basuki et al., 2022).

Using sports wearable technology could increase the intention to use 247 valid respondents in Seoul, South Korea, by using partial least squares–structural equation modeling analysis (Kim & Chiu, 2019). Travelers in perceived ease of use making travel from 193 respondents who used websites with structural equation modeling analysis had an impact on intention to use to establish travel planning (Chong et al., 2018). RFID (Radio-frequency identification) cashless payment system used in the hospital industry by analyzing 305 questionnaires found that perceived ease of use has an impact on intention to use of 0.35 so that it makes it easier for users to be able to make payments (Ozturk, 2016). Using the e-procurement context in companies, especially in the purchasing department with a total of 139 respondents, found that perceived ease of use can positively impact intention to use (Brandon-Jones, 2018). Purchasing cinema tickets online with perceived ease of use can affect intention to use by 0.191, with the number of respondents 123, due to the ease of booking and choosing seats online (Palumian et al., 2021). Hence, the following hypotheses are proposed.

Fourth hypothesis (H4): Perceived ease of use affects information sharing.

Fifth hypothesis (H5): Perceived ease of use affects intention to use.

Facebook users can share information with other users and believe that social media can provide comfort and good privacy, so there is an increase in intention to use Facebook (Rauniar et al., 2013). Reviews provided by users by sharing information with other users online on Expedia, Trip Advisor, Hotel.com, and Booking.com can impact the intention to use the hotel reviewed (Kim & Park, 2017). Subjective norm as a form of providing information in using hotel tablet apps using 751 hotel customers in the USA has an impact on intention to use by 0.532 to be able to understand and provide services based on user groups and preferences (Kim, 2016). The ease and convenience of using social media for travel information search can impact repeated use as a form of intention to use (Chung & Koo, 2015). Electronic trusts influence clear information and reliable details on using hotel websites for online booking by providing accurate, up-to-date, and complete information on official websites capable of impacting the intention to use the website (Wang et al., 2015). Travelers willing to adopt information making travel from 193 respondents who used websites with structural equation modeling analysis had an impact on the intention to use 0.890 in determining travel planning (Chong et al., 2018).

Sixth hypothesis (H6): Information sharing affects the intention to use

The ability of Facebook users in school businesses in the USA has an impact on users to continue using Facebook on an ongoing basis, with many uses about or more than 10 hours/week of 97 %. The use of time in the use of Facebook shows that the users can be said to be loyal. The ease of use of Facebook and the sharing of information continuously impacts increasing customer loyalty (Rauniar et al., 2013). The use of information technology quality on social media and obtaining information data about films can easily satisfy users on an ongoing basis to increase customer loyalty (Tarigan et al., 2020). Satisfaction from customers and customer trust in the online system can have an impact on customer loyalty (Juwaini et al., 2022).

Perceived benefits, intentions to use, and clear and detailed information on using hotel websites for online booking are relied on by users in making purchase decisions by utilizing the hotel's official website in online transactions (Wang et al., 2015). Intensive use of video games between parents and children can generate an intention to get user loyalty after first obtaining perceived enjoyment (Bassiouni et al., 2019). Streaming movies that produce user enjoyment will create a desire to use them repeatedly, increasing customer loyalty (Basuki et al., 2022).

Seventh hypothesis (H7): Perceived ease of use affects customer loyalty.

Eighth hypothesis (H8): Information sharing affects customer loyalty.

Ninth hypothesis (H9): Intention to use affects customer loyalty.

Based on the framework of the research concept, the indirect relationships between the constructs can be established with the following hypotheses H10- H16.

Tenth hypothesis (H10): Electronic word of mouth affects online customer loyalty through perceived ease of use.

Eleventh hypothesis (H11): Electronic word of mouth affects online customer loyalty through information sharing.

Twelfth hypothesis (H12): Electronic word of mouth influences online customer loyalty through the intention to use.

Thirteenth hypothesis (H13): Electronic word of mouth influences online customer loyalty through information sharing and intention to use.

Fourteenth hypothesis (H14): Electronic word of mouth influences online customer loyalty through Perceived Ease of Use and intention to use.

Fifteenth hypothesis (H15): Electronic word of mouth influences online customer loyalty through Perceived Ease of Use and information sharing.

Sixteenth hypothesis (H16): Electronic word of mouth influences online customer loyalty through Perceived Ease of Use, information sharing, and Intention to Use.

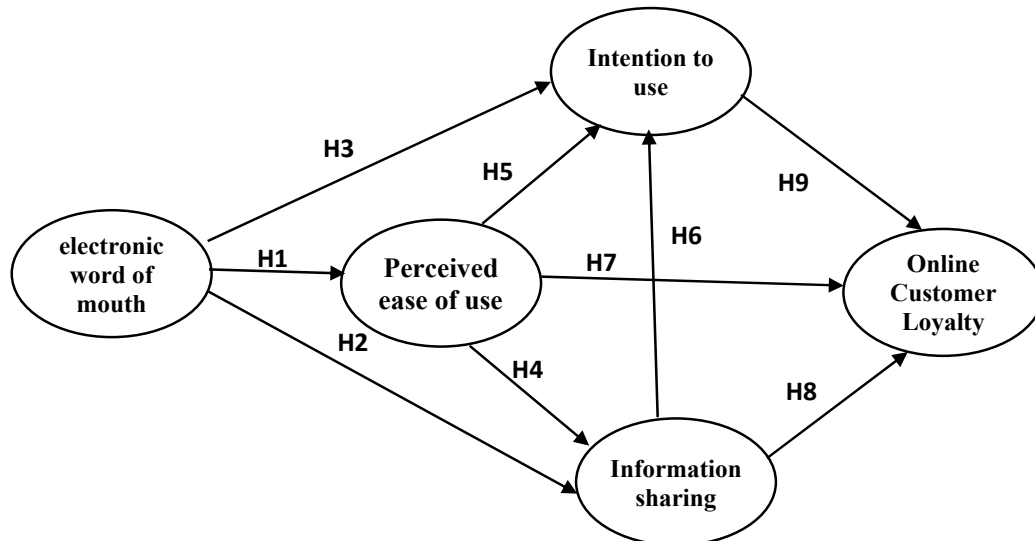


Fig. 1. Research Concept Framework

4. Research Methods

This study aims to test the influence of electronic word of mouth on customer loyalty through perceived ease of use, intention to use, and sharing of information. The type of research used is a type of quantitative research which is a research method that examines predetermined populations and samples, and data collection is carried out using research instruments, quantitative data analysis, which aims to test hypotheses that have been determined in the research. Generally, quantitative research uses variable measurement and testing of relationships between variables as proof of the relationship and influence between variables. The purpose of the study is to test and explain the influence of one variable on another and to obtain evidence of the causal relationship between the research variables tested.

The population element is any member of the observed population. The populations assigned in this study were users of streaming platforms, namely Netflix, Viu, Disney, and Iflix. The determined respondents were those who had used the streaming platform by watching or enjoying Korean dramas at least two times on different drama titles. Therefore, the respondent is determined to be in Indonesia, has subscribed to one of the streaming platforms, and has watched Korean drama movies at least two times. The results of the distribution of questionnaires through google forms were distributed through social media WhatsApp, Facebook, Instagram, and Twitter to as many as 1237 respondents. The results of the questionnaire distributed to 1237 respondents consisted of 678 who had watched drama films and 452 respondents who had watched Korean films as many as 452. Meanwhile, according to the criteria, respondents watched Korean movies at least two times and answered the questionnaire completely as many as 378 respondents. Data analysis is used by PLS (Partial Least Square) to gain influence between two constructs (direct influence) and more than two constructs (indirect influence). The questionnaires have been verified and considered valid for further analysis of 378 respondents with the profile shown in Table 1. Based on the distribution of questionnaires on the characteristics of respondents in Table 1, it was found that male respondents were 141 respondents (37 %), and female respondents totaled 237 respondents (63%). This shows that women like Korean dramas more than men because of the large number of romantic scenes and according to the circumstances experienced. A review of the origin of respondents determined throughout Indonesia was distributed with google forms through WhatsApp groups, Facebook groups, and other social media. Table 1 shows the provincial origin of respondents divided by region, namely, Bali and Nusa Tenggara with three respondents (1 %), West Java Province with three respondents (1%), and Central Java with 32 respondents (8 %), East Java 230 respondents (61 %), Kalimantan Island totaling 41 respondents (11 %), Maluku and Papua Islands totaling nine respondents (2%), Sulawesi Island totaling 30 respondents (8 %), Sumatra Island 3 respondents (1 %) and Yogyakarta Province 4 respondents (1 %). The number of respondents watching Korean drama films was shown by 15 respondents (4 %) who stated 2-3 times a month, while those who started watching 4-5 times a month amounted to 39 respondents (10%), and more than five times watching in a month as many as 324 respondents (86 %). Respondents stated that they often watch Korean dramas to follow series after series until they are finished, which takes a relatively long time and is often caused by having enjoyed the drama film. The cost incurred to enjoy Korean drama films through streaming platforms

found respondents who stated that it was less than IDR 40,000 because they only paid subscription fees, but they had used monthly customers for internet connections, which were still used. The characteristics of respondents who stated that the distribution was between IDR 40,000 to IDR 100,000 were obtained by 236 respondents (69 %). This result shows that respondents are willing to spend relatively high costs to enjoy streaming movies. The number of respondents who had expenses of more than IDR 100,000 amounted to 21 respondents (6 %).

Table 1
Respondent Profile

Profile Respondent	Description	Frequency	Percentage (%)
Gender	Man	141	37 %
	Woman	237	63 %
Provincial Origins	Jakarta	3	1 %
	Bali & Nusa Tenggara	23	6 %
	West Java	3	1 %
	Central Java	32	8 %
	East Java	230	61 %
	Kalimantan	41	11 %
	Maluku & Papua	9	2 %
	Sulawesi	30	8 %
	Sumatra	3	1 %
Number of Movie Watches for 1 Month	2 -3 times	15	4 %
	4-5 Times	39	10 %
	> 5 times	324	86 %
Costs incurred per month	Less than IDR. 40,000	94	25 %
	IDR 40,000 to 100,000	236	69 %
	More than IDR 100,000	21	6 %

5. Results and Analysis

The initial stage in the analysis using PLS is to test the measurement items to meet the requirements that have been set. The validity test for measurement items is set at least 0.500, as indicated in the outer loading value. In contrast, the measurement item reliability test for variables is set with a composite reliability value, and the Cronbach Alpha is at least 0.700. Questionnaire data processing with PLS obtained

Table 2
The Validity and Reliability Test

Item Measurement	Cronbach Alpha	Composite reliability	Outer Loading	Decision
Electronic word of mouth	0.757	0.833		Reliable
- A large number of comments are given online about Korean drama movies.			0.744	Valid
- Number of users who gave reviews online about Korean drama movies			0.792	Valid
- Number of comments that provide benefits online about Korean drama movies			0.607	Valid
- Reviews in the form of adequate information from users about Korean drama movies online			0.705	Valid
- Review information with reliable sources about Korean drama movies online.			0.682	Valid
Perceived ease of use	0.822	0.872		Reliable
- Easily understand the use of Korean drama movies online streaming.			0.702	Valid
- Easy to get Korean drama movies online streaming			0.646	Valid
- Easy to track Korean drama movies online streaming			0.676	Valid
- Users easily get the wish of Korean drama movie theme online streaming			0.886	Valid
- Users easily understand the storyline of Korean drama movies online streaming			0.726	Valid
- Easily understand the language that has been used on Korean drama movies online streaming.			0.726	Valid
Intention to use	0.783	0.852		Reliable
- The intention of users in using online applications to watch Korean dramas repeatedly			0.678	Valid
- User's intention in using Korean drama movies with online applications			0.667	Valid
- The tendency of users to use online applications in watching Korean drama movies			0.886	Valid
- Korean drama movies are used according to needs or purposes with online applications			0.699	Valid
- The intention of use the online application technology of Korean drama films repeatedly.			0.714	Valid
Information Sharing	0.757	0.848		Reliable
- The reviews given are accurate about Korean drama movies.			0.839	Valid
- Reviews gave updates about Korean drama movies			0.787	Valid
- The review given is complete about Korean drama movies			0.814	Valid
- The reviews given about Korean drama films relate to life.			0.601	Valid
Online Customer Loyalty	0.859	0.900		Reliable
- Make a repurchase by renewing your membership			0.645	
- Willing to pay more as a member			0.850	
- Willing to add to the features provided by the movie provider			0.886	
- Continue to use the products provided			0.822	
- Recommend to the other party about the online application.			0.790	

Table 2 shows that all measurement items have met the specified requirements, namely that they have been above 0.700 and are above 0.500. The electronic word of mouth has a Cronbach Alpha, composite reliability value above 0.700, and measurement's lowest outer loading value greater than 0.500. Perceived ease of use has a Cronbach Alpha, composite reliability greater than 0.700, and measurement's lowest outer loading value of 0.646. Intention to use has the lowest Cronbach Alpha value, composite reliability greater than 0.700, and outer loading value exceeding 0.500. information sharing has Cronbach Alpha value, composite reliability, and measurements' lowest outer loading value. Online customer loyalty has Cronbach Alpha value, composite reliability, and the lowest outer loading value on measurement has Cronbach Alpha value, composite reliability, and the lowest outer loading value on measurement.

The research hypothesis examination used in this study is to answer the first hypothesis (H1) to the thirteenth hypothesis (H13) by looking at the direct and indirect path coefficient values as shown in Figure 2 (Full model output PLS) and Table 2 (direct and indirect effect).

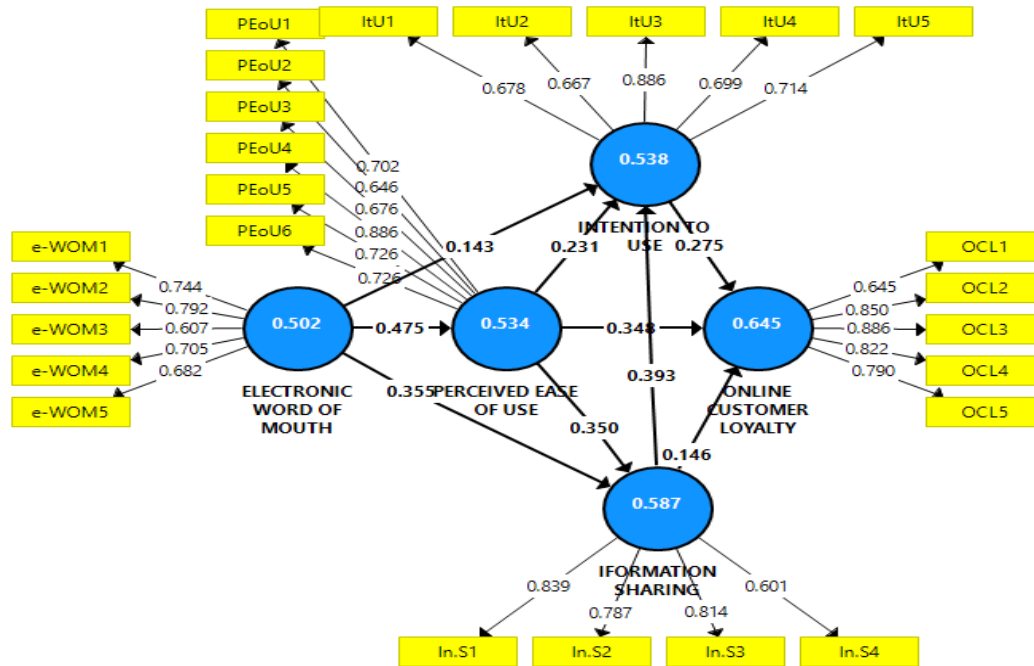


Fig. 2. Full Model Output PLS

Table 3
Direct and Indirect Effect Output PLS

Hypothesis of research	Path Coefficient	t-value	p-values
Electronic Word of Mouth → Perceived Ease of Use (H1)	0.475	9.831	0.000
Electronic Word of Mouth → Information Sharing (H2)	0.355	6.500	0.000
Electronic Word of Mouth → Intention to Use (H3)	0.143	2.261	0.024
Perceived Ease of Use → Information Sharing (H4)	0.350	5.486	0.000
Perceived Ease of Use → Intention to Use (H5)	0.231	3.312	0.001
Information Sharing → Intention to Use (H6)	0.393	5.853	0.000
Perceived Ease of Use → Online Customer Loyalty (H7)	0.348	5.558	0.000
Information Sharing → Online Customer Loyalty (H8)	0.146	2.441	0.016
Intention to Use → Online Customer Loyalty (H9)	0.275	4.923	0.000
Electronic Word of Mouth → Perceived Ease of Use → Online Customer Loyalty (H10)	0.165	0.166	0.032
Electronic Word of Mouth → Information Sharing → Online Customer Loyalty (H11)	0.052	0.052	0.022
Electronic Word of Mouth → Intention to Use → Online Customer Loyalty (H12)	0.039	0.040	0.019
Electronic Word of Mouth → Information Sharing → Intention to Use → Online Customer Loyalty (H13)	0.038	0.039	0.012
Electronic Word of Mouth → Perceived Ease of Use → Intention to Use → Online Customer Loyalty (H14)	0.030	0.032	0.013
Electronic Word of Mouth → Perceived Ease of Use → Information Sharing → Online Customer Loyalty (H15)	0.024	0.025	0.013
Electronic Word of Mouth → Perceived Ease of Use → Information Sharing → Intention to Use → Online Customer Loyalty (H16)	0.018	0.018	0.006

Based on Figure 2 and Table 3, obtained from data analysis using partial least squares, a direct hypothesis with the H1-H9 hypothesis was obtained, while the indirect hypothesis was obtained in Table 3 with the H10-H16 hypothesis. The hypothesis is stated to be accepted when the t-statistical value is above 1.96 or the p-value is below 0.05. The result indicated that data support all sixteen hypotheses.

6. Discussion and Implication

Based on Table 2, the first hypothesis is stated to be accepted (H1): electronic word of mouth affects the perceived ease of use positively and significantly. This hypothesis shows that the number of user reviews of streaming movies about Korean dramas and many online comments can impact the perceived ease of use because users easily access the film. This research supports the study's results that electronic word of mouth affects increasing perceived ease of use (Yoon et al., 2017; Chen et al., 2021; Tarigan et al., 2022). The hypothesis states that electronic word of mouth is against information sharing is the second hypothesis (H2). Users of online streaming watching Korean drama movies state that the reviews obtained online in large numbers and variations of comments can impact the results of reviews believed to be accurate about Korean drama films to increase information sharing. This condition also intends for users to provide follow-up comments for other users in the event of electronic word of mouth and sharing of information. The study's results support the results of research that states that electronic word of mouth can increase information sharing on an ongoing basis (Yoon et al., 2017; Ma et al., 2019; Chen et al., 2021).

The third hypothesis was found that the influence of electronic word of mouth on intention to use (H3) was positive and significant. The hypothesis shows that the electronic word of mouth given by reviews of Korean drama streaming movie users by providing relatively large and varied comments has an impact on arousing other users to intend to watch the drama. The results of the electronic word-of-mouth review are able to provide users with the support to use online applications in watching Korean drama films as a form of intended use. The results of this study follow the results of research, which states that electronic word of mouth impacts intention to use (Tarigan et al., 2022; Bassiouni et al., 2019). The fourth hypothesis (H4), namely perceived ease of use, influences the continuous improvement of information sharing. It is easy for users to get the desire for a Korean drama movie theme; online streaming can have an impact on the desire to share information with other users to conduct a complete and accurate review. The results of the study support the results of the study, which states that perceived ease of use has an influence on increasing information sharing (Chen et al., 2021; Chung & Koo, 2015; Sahli & Legohérel, 2015; Kim, 2016; Chong et al., 2018).

The fifth hypothesis (H5), perceived ease of use affects intention to use, was obtained at a 0.231 coefficient, a t-statistical value of 3.312. Perceived ease of use has a positive and significant effect. The H5 results show that users easily desire the theme of Korean drama films online streaming and have already understood the storyline of Korean drama films; online streaming can impact the tendency and intention to use the application as a form of intention to use. This research supports the results of research that reveals that perceived ease of use towards intention to use (Wang et al., 2015; Rauniar et al., 2013; Basuki et al., 2022; Kim & Chiu, 2019; Ozturk, 2016; Chong et al., 2018; Brandon-Jones, 2018; Palumian et al., 2021). Finally, the sixth hypothesis (H6) is stated to be accepted, so that information sharing affects the intention to use. This hypothesis shows that the review given by users accurately about Korean drama films and complete can have an impact on the intention to use so that the intention to use technology applications online in Korean drama films repeatedly emerges. The results of this study support the research results of Rauniar et al. (2013), Kim & Park (2017), Kim (2016), Chung & Koo (2015), Wang et al. (2015), and Chong et al. (2018) which states that information sharing affects intention to use.

Perceived ease of use affects online customer loyalty as the seventh hypothesis (H7) has a positive and significant effect. This result shows that the language used in Korean drama films online streaming is easy to understand. The good translation in Indonesian and ease of getting the theme of Korean drama films affect customer loyalty in the form of willingness to pay more as a member. This study supports a study that states that perceived ease of use affects online customer loyalty for Korean drama fans (Rauniar et al., 2013). The eighth hypothesis (H8) states that information sharing affects online customer loyalty is acceptable. The results showed that the review provided was accurate and complete about Korean drama films and increased customer loyalty. This condition shows that users continuing to share reviews can generate interest in using it to provide more as a member and add to the features provided by the movie provider. This research supports the research results that information sharing affects online customer loyalty (Tarigan et al., 2020; Wang et al., 2015). The last hypothesis as a form of direct relationship, namely the intention to use online customer loyalty as the ninth hypothesis (H9), is acceptable. This hypothesis states that intention to use is effective in increasing online customer loyalty. The tendency and intention of users to use online applications in watching Korean drama movies can have an impact on the desire to continuously use the products provided and are willing to pay more as members. The study's results support the hypothesis that states that the intention to use is effective in increasing online customer loyalty (Wang et al., 2015; Bassiouni et al., 2019; Basuki et al., 2022).

Table 2 indicates the result of indirect hypothesis testing. It is found that the tenth hypothesis (H10) of electronic word of mouth towards online customer loyalty through perceived ease of use is acceptable by 0.165 and is significant. This hypothesis shows that users who provide online reviews about Korean drama films can increase the number of recommendations to other parties about the online application because they already understand the language used in Korean drama films. The eleventh hypothesis (H11) shows that electronic word of mouth towards online customer loyalty through information sharing is also acceptable. H11 shows that the comments given online about Korean drama films can impact users' wishes to continue using

the products provided through review provided updates and accurate and complete reviews about Korean drama films. The twelfth hypothesis (H12) shows that electronic word of mouth positively affects online customer loyalty through intention to use. The number of comments and the number of online users about Korean drama films can impact the availability of users using online applications to watch Korean drama movies so that they are available to pay more as members. Electronic word of mouth towards online customer loyalty through information sharing and intention to use as a form of the thirteenth hypothesis (H13) is acceptable. The fourteenth hypothesis (H14) found that electronic word of mouth towards online customer loyalty through perceived ease of use and intention to use is acceptable. The fifth hypothesis accepts the effect of electronic word of mouth on online customer loyalty through perceived ease of use and information sharing (H15). The last hypothesis expressed by the sixteenth hypothesis (H16) of electronic word of mouth towards online customer loyalty through perceived ease of use, information sharing, and intention to use is acceptable. This condition shows that the number of users who provide online reviews about Korean drama films can increase customer loyalty by constantly using the products provided and being willing to pay more as members with perceived ease of use, information sharing, and intention to use as mediation.

This research produced electronic word of mouth, perceived ease of use, information sharing, and intention to use online customer loyalty as an essential forum for users and film entrepreneurs. Electronic word of mouth is essential for film entrepreneurs and corporate marketing to create a discussion platform for fans. The formed container will collect many reviews and comments from Korean drama film users so that the existence of supporting parties and criticizing parties will increase the number of users who dare to give reviews. The results of this container can be an input for practitioners to make improvements on an ongoing basis. The cooperation built by film practitioners and streaming technology service providers is necessary so that users get adequate facilities and infrastructure to access movies properly. The ability of online streaming providers will have an impact on continuous use as a form of intention to use so that the intention to share information is increasing. The review results are accurate, complete, and continuously updated about Korean drama films that will impact customer loyalty. Practitioners can increase customer loyalty to get users who are available to pay more as members, provide additional features provided by movie providers, and recommend the online application to other parties.

7. Conclusion

The acceptance of technology for the community has been used to carry out daily activities. Users are continuously using it and have felt the technology's benefits so they can share information with other users. The technology acceptance model (TAM) is a reflection paying attention to whether technology can be used continuously by customers. Based on the analysis and discussion, several findings can be determined in the research. First, Electronic Word of Mouth can provide improvements to Perceived ease of use (H1), information sharing (H2), and intention to use (H3). The ability of users to do the number of reviews and variations about Korean drama movies online streaming can influence other users to use and share with each other continuously. Second, research confirms that perceived ease of use (H5) and information sharing (H6) towards intention to use. The ease of getting the desire for the theme and understanding the storyline of Korean drama movies online streaming can have an impact on continuous use so that there is information sharing between one user and another in the form of reviews. Third, research results in perceived ease of use (H7), information sharing (H8), and intention to use (H9) towards online customer loyalty. The ease of use of online streaming and sharing comments between fellow users as well as continuous use can have an impact on increasing customer loyalty. The study's results were indirectly obtained through electronic word of mouth, affecting online customer loyalty through perceived ease of use (H10). Electronic word of mouth can impact online customer loyalty through information sharing (H11).

The twelfth hypothesis (H12) states that electronic word of mouth adequately affects online customer loyalty through intention to use. The indirect hypothesis of H10, H11, and H12 shows that customer loyalty is determined by the ease of using technology, sharing information, and using continuously online streaming Korean dramas. Electronic word of mouth affects online customer loyalty through information sharing and intention to use (H13). Electronic Word of Mouth affects online customer loyalty through perceived ease of use and intention to use as a hypothesis (H14). Electronic word of mouth towards increasing online customer loyalty through perceived ease of use and information sharing is stated in (H15). These results show that perceived ease of use, information sharing, and intention to use can provide increased customer loyalty. Theoretical contributions to research can enrich the technology acceptance model (TAM), especially on perceived ease of use, information sharing, and information sharing. In addition, it contributes to the theory of marketing behavior, especially in electronic word of mouth and customer loyalty. The research limitations are still in the stage of taking data online through google forms. Still, it is necessary to take data from interviews to illustrate the true state of the user's enthusiasm for the film. Research still focuses on a Korean drama film that is going viral and many people like it, so it needs to be done on films with varied themes.

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