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File name: MATION_SHARING_ON_KOREAN_DRAMA_MOVIE_IN_INDONE...
File size: 140.27K
Page count: 21
Word count: 10,410
Character count: 57,434
Submission date: 08-Jul-2022 10:35AM (UTC+0700)
Submission ID: 1867946315

**THE EFFECT OF ELECTRONIC WORD OF MOUTH TO ONLINE CUSTOMER
LOYALTY THROUGH PERCEIVED EASE OF USE AND INFORMATION SHARING
ON KOREAN DRAMA MOVIE IN INDONESIA STREAMING**

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Abstract

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 word 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 word 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.

Keywords: Electronic word of mouth, perceived ease of use, intention to use, information sharing, online customer loyalty

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