



## The effect of E-servicescape on purchase intention in online shopping environment

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### Abstract

*The purpose of the study is to identify that how e-servicescape affect customer purchase intention through trustworthiness, brand attitudes and eWOM and also identified impact of word of mouth marketing on retailing/textile industry in Pakistan and also identified characteristics which leads to the damage or the success of the business image and customer loyalty. This project report based on the informal communication process that leads today's generation to choose their own favorite website for online shopping. The effective research methods that have been used for this study report includes the questionnaire those were filled by all the required respondents and gathered the data from 416 people. The hypothesis testing results showed that they all are significant to each other and have put impact on each other. The research findings have indicated that there is strong effect of word of mouth and the purchase decision which can be affected on a larger scale. The testing results also showed that the customer demands have cleared management. The study used the three dimensions of e-servicescape such as esthetic appeal, layout and functionality, and financial security considered them as three major factors that may affect customers' internal responses. All respondents are efficient in evaluating the websites and limited to a specific website.*

**Keywords:** *E-services cape, Trustworthiness, brand's attitude Word of mouth, negative word of mouth, positive word of mouth, e-shopping*

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## 1) INTRODUCTION

E-commerce is increasing at an enormous pace related to internet websites, pages. These sides referred to as an electronic services cape (e-servicescape) and nowadays, they have vital existence in the business world. Shopping is an activity of buying goods from shops similarly online shopping is an action which is performed through internet to buy goods. Online shopping is a type of e-commerce which allows end consumers to buy goods directly from all over the seller through internet using a web browser.

(“Assessing the Effects of E-Servicescape on Customer Intention,” 2015)online shopping environment has been seen as a major in the association between markets and consumer. Furthermore, (L. Harris & Goode, 2010)examiner has made many efforts in order to construct and expand the concept of the internet.

Nowadays, internet is becoming a major sales channel for all online vendors. The growth of online social network/websites has significantly expanded their impact on eWOM on consumer purchase resolution. The word Electronic word of mouth is a mode of communication which aims to describe the meaning of sharing opinion and feeling about the creation and services.

Attitude also plays a significant position in decision of purchasing. Attitude is most popular research topic in advertising / marketing studies behind this study (Mitchell & Olson, 1981) explained two reasons first, attitude is useful part in predicting consumer activities and second numerous hypothetical frameworks of attitudes are accessible on social psychology which facilitating research on essential construct. According to (Evans & King, 1999; Spears & Singh, 2004)two attitudes were seemed attitude towards product and attitudes towards buy purpose. Dissimilar stages of online shopping experiences are the consequence of those factors that influence customer’s attitude and behavior in online shopping. Based on the it’s intend to contribute in the literature as follows

To examining the e-serverics escapes and its dimension

By examining the factors that influence dimension of e-server cape on consumers’ trustworthiness, approach towards brands and websites, e-word of mouth and purchase purpose.

## RESEARCH PURPOSE

People desire WOM .especially eWOM as most dependable basis for their purchasing decisions. It has the most powerful influence on their buying decisions. This is because of personal sources are viewed as more trustworthy(Bughin et al., 2010).The additional medium of marketing communication chiefly focuses on the optimistic aspects of the product. With the rapid increase in shopping/retailing, textile industry and building struggle, the marketers are now giving elevated significance to the dissimilar marketing communication strategies to increase the maximum market share and customer faithfulness(Warraich et al., 2013). Among all of them eWOM is become one of the most effectual marketing communication strategies. E

WOM has a strong influence on consumer buying actions intention. EWOM can be helpful (PWOM), encouraging utmost customers or can be pessimistic (NWOM) discouraging purchase aptitude (East et al., 2008). In order to increase the PWOM, online vendors should construct an efficient reliable websites and to uphold the positive connection between vendors and customers.

The considerable enlargement of online social networks has been greatly expanded and its crash on EWOM in customer purchase decision. The idea of trust is not new, many researches had done many studies on it, as according to(Barber, 1983; Butler Jr, 1991; Lewis & Weigert, 1985)said that the notion of faith is highly difficult and multi-dimensional. Trust is also precondition for establishing and maintaining strong relationship with loyal customers. Faith becomes a requirement and a vital part for e-commerce, not only because to facilitate customers require, but also upholding the connection building and customer devotion. The serious issues that find in this research is lack of belief and unconstructive attitudes toward websites and brands have been identified that collision on purchase purpose in an online background. (Ju Rebecca Yen &Gwinner, 2003) trust is not only sub build to online exchanges, but also entertained to online service dynamics (L. Harris & Goode, 2010).So, we have to examine in this research that what are the sources and imminent provided to online vendors and customers to get brand faithfulness and to trust in eWOM in online shopping.

The aim for the research study is achieved from the following objectives:

- To encourage both new/old consumers to trust in websites, brands attitudes on the source of eWOM.
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- To find the importance of eWOM in sales generation of brands.
- To determine the importance of eWOM in building brand image of the product.
- To build an effective websites in order to construct and maintain customer's relationship and customer's loyalty.

## **2) LITERATURE REVIEW**

As it is mentioned in previous chapter that e-commerce is expanding at an enormous rate and the collision of internet is has put an influential impact in the development in today's business world. The objective of this synopsis is to give the detail summary of the previous study and publications committed toward the explaining of the theoretical reproduction of the e-servicecape, trust, and purchase intention that present online physical environment. The study also aim to present the significant issue that determined in this study and attempts to conclude the opinions, recommendations and perception of past scholars specially regarding the selected issues. Moreover, the chapter summarizes the gaps in the study being identified throughout the evaluation of previous studies and publications. Contemporarily, the review of literature explains agreeing and disagreeing opinions and arguments of scholars particularly regarding the eWOM, brand attitude, belief and purchase intention. In this regard, the theories relating to the subject are also summarized by the researcher.

## **E-SERVICESCAPE**

Before defining what e-servicescape is? First we have to describe services cape. Services cape is a sculpt developed by the (Bitner, 1992). The aim of this model is to emphasize the contact of the physical surroundings where the services process takes place. The services cape model includes the facilities such as (landscape, exterior design signage parking) and much more.

(L. Harris & Goode, 2010) whereas e-servicecape is an e- physical environmental factors that survive in the moment of service delivery which may influence customer satisfaction

(Van Haperen et al., 2012) he stated that e-servicecape is designed to generate good notion on online environment when customer is eager to experience the services. The essential reason of e-servicecape is to inspire the customer feelings and awareness towards the website & purchase intention. (Kooli et al., 2014) stated that e-servicecape has a positive impact on the growth of concrete component which may turn into practical environment. It's mean that e-servicecape most likely has a momentous function in the consumption of organizational services since customer observed and watch the physical setting of the websites before customer service directly.

(Abarbanel et al., 2015; L. Harris & Goode, 2010; Ju Rebecca Yen &Gwinner, 2003; Williams &Dargel, 2004) and many more scholars had conducted research on a comparable studies about e-servicecape but all the dimensions cannot be used for in this study. (L. Harris & Goode, 2010) e-servicecape consisted on three sub-dimensions such as Aesthetic appeal, outline and functionality & financial security. Recent studies have also focused on e-service scape from the perspective of online buying of reservation and its impact on customer loyalty in Korea and compared it with China (Kim, 2021). Another research has also come across e-service scape and how it has become a leisure shopping activity, the paper also laid emphasis on further areas of e-service scape not previously studied such as controllability, synchronicity, and bi-directionality (Mushtaq et al., 2017).

### **DIMENSIONS OF E-SERVICESCAPE**

#### ***Aesthetic appeal***

Overall impression, attraction of a website is known as illustration appeal. It's a sub-dimension of e-servicecape which have straight & helpful link among Trust in website and attitude towards websites. (L. Harris & Goode, 2010) explained in his article that artistic application is a work like an app which idea is to differentiate its website from the competitors and it is tremendously significant for online vendors.

The aim of an aesthetic application is to refer online ambient conditions such as (weather, warmth, music, sound) and so on& to the amount to which consumers clarify the service cape as eye-catching and strongly attract . As above social aspects of website, aesthetic appeal and designs are significant components of online service cape.(Evans & King, 1999)online videos, audios could be viewed as important as

consumer computer hardware work. The online content site, pages, graphics need a powerful force in order to run, Example (Roblyer&Ekhaml, 2001), and he stated that Aesthetic Appeal is a concordant which propose the nature, dimension and overall appearance of the websites & number of online images. Simanjuntak&Banjarnahor (2021) did a research on review of literature of service scape on tourism industry with a focus on aesthetic appear and found out that aesthetic appeal is a necessary element that helps the buyer make that purchase decision.

### ***Layout And Functionality***

Layout and Functionality is diverse as the design aspects of a website which may generate pleasing interactions and experiences among users. (L. Harris & Goode, 2010) explain and functionality played a very important role in the efficiency of websites in online store environment as websites are the one who helps consumer to explain the significant information and assist to improve message in a simple way. (L. Harris & Goode, 2010) adapted both aesthetic appeal and layout and functionality from ambient state and space meaning in traditional service.

The word layout refers to all about the websites understanding, their association organization and adaptability whereas functionality as related the degree in which layout facilities its customers. Layout and functionality is an imperative factor the selection among customer's purchase performance and use of online. While researching Shopee website and the impact of e-service scape on the online buyers, they found out that layout and functionality play a major role in buying decision and many buyers don't buy from places where the layout lacks functionality (Karina, 2019).

(L. Harris & Goode, 2010) customization is the component which allows websites to create purchase meaning, recommendations , addressing customers about the products suitably and also fulfilled customer needs accordingly.(Baudis, n.d.) Websites should be interactive so they facilities the e-commerce among vendors and customers by engaging customers attention.Preferred way, search tools also help customers to outlook the products requirement features.

### ***Financial security***

Security tools that are used at a time of payment are known as financial security. It's a third measurement of e-servicescape (Harris & Goode, 2010) e-financial security refers to customer's insight of safety in term of payment. It's customized the quantity of personalized pleased that a user sees. (Ibrahim et al., 2014) also explained the idea of fraud and risk which may come from consumers those using internet for e-commerce. So on this statement (L. Harris & Goode, 2010) said sub- dimension of e-servicescape of financial security included only in perceived security and ease of payment. Customers are more engaged in e-commerce when they experience protected towards perceived information which provided during the transaction(Ganguly et al., 2010) Impact of positive perceived security is a consequence of rigorous security organization and practice in websites (L. Harris & Goode, 2010). So consumers are become more certain towards websites when they

undergo secure while making payment. A study on the banking sector in Indonesia found out that financial security plays a major role in customer's decision making, they would feel comfortable in environments where the system is financially secure (Harahap et al., 2020)

## **TRUST IN WEBSITE**

Internet is the commercialization basis which created intense spirited surroundings forcing vendors to construct an optimistic relationship with customers to developing long-term relation and faithfulness with them. So besides internet faith is the word which helps to uphold and build an association with customer.'

(Lewis & Weigert, 1985)The notion of the faith is not new it was a research topic of many studies. For e-vendors the concept trust is all about customer's confidence and build a long term relationship towards product in the context of electronic commerce(Doney et al., 1998).Trust can be defined as a consumer confidence towards websites and the reliability and integrity to refrain from opportunistic behavior and willingness to trust the seller.(Barber, 1983; Butler Jr, 1991; Lewis & Weigert, 1985)Trust is a highly complex and multidimensional phenomena.. (Lindskold, 1978)It is important in interpersonal communication and in commercial relationships in various disciplines such as social psychology, sociology economic and marketing (Lewis & Weigert, 1985)although trust us a under developed concept in sociology.(Harvey et al., 2003)trust is essential in Business to business to consumer relationships.

Organizations which are trusted by the handy customers are more likely to accept the vulnerability in their interactions which occurred as a result of their positive feedback and expectations from the organizations (in term of their trust intention). Once trust is an online context is being created in the spirit of and brains of the customer's, the customer's belief that the organization will now complete or fulfill its transactional obligations as per their requirements or their understanding.(Zolin, Hinds, Fruchter, & Levitt, 2002)

(Bart et al., 2005)Trust is website is the result of customer feelings towards positive or negative impression about the website and their interactions with it. Organizational based, customer based, website based, are the predecessor of website trust (Beldad et al., 2010). Customer based website trust included the individual's experiences, frequently of usage of net and propensity to trust. Organization based included organizational image, reputations and experiences with the organization. Website based included perceived as a user-friendly, quality of information, graphics, character privacy and customization.(L. Harris & Goode, 2010)trust in website is the result of how customer perceived the websites, vendor's pages, image of the brand, how they offering honest claims regarding product and services, also helps the customer to solve their problems. (Palvia, 2009)Trust is the essential relationship with e-commerce (Beldad et al., 2010)explained that e-commerce is the result of consumer's experience, fear, and anxiety towards with intangibles and faceless nature. So therefore it's necessary for the vendors and business practitioners to improve their role of website in trust in e-commerce and



also improve the management. Understanding the role of websites trust seems to be like the paramount in perceived risk and other hand increasing customer toward website trust (Baudis, n.d.; L. C. Harris & Goode, 2010)

## **ATTITUDE TOWARDS WEBSITE**

Overall shopping experienced through specific website is known as attitudes towards website.

Attitudes towards website mainly used in the study of mass marketing advertising. As like as e-commerce attitudes towards website also gain parallel status in online and e-world. "Predisposition to respond favorably or unfavorably to Web content in natural exposure situations" defined by (Evans & King, 1999). Attitudes towards website also vital important to the web direct marketers because it's aims to build brand equity as well as aim to increase their sales through primary business objectives. Attitudes towards websites also refer to the consumer's psychological state in term of purchase over the internet(Kang & Chung, 2017).

## **ATTITUDE TOWARDS BRAND**

Attitudes are the most popular research based topic in the context of advertising and marketing for two reasons first they are help full in predicting consumer's attitude and the second study of the theoretic frameworks of attitude from social psychology perspective (Mitchell & Olson, 1981).Brand is all about to study the influence of brand image its promotional mix on consumer's buying behavior. The American Marketing organization defines a brand as a forename, expression, representation, symbol, plan, or a mixture of them, intended to recognize the goods or services of one vendor or set of sellers and to distinguish them from those of participants.(Mitchell & Olson, 1981) individual's internal evaluation is known as attitude towards brand. (Evans & King, 1999) two characteristics were seemed one attitude is defined as centred or directed to an object and second in case of brand included in the nature of analysis or evaluation. Thus, attitude towards brand can be defined as the overall evaluation of a product that is initiated on a website.(Spears & Singh, 2004) brand attitude as unidimensional and treated attitude as like as summary evaluation, beliefs, feelings, and behaviour, other component and attitude expression.

(Van Haperen et al., 2012) feelings it's self-do not provide information about the world rather than tell how world feel affected and effected. While considering repurchase decision from website, customers' attitude towards brand are considered as an important variable (Kang & Chung, 2017)

## **ELECTRONIC WORD OF MOUTH (EWOM)**

Word of mouth is all about the exchanging of information, knowledge about market among consumers and retailers. Word of mouth acts as person-to-person and verbal communication between receiver and speaker or communicator. The aim of communicator to delivers a massage of non-commercials

- In terms of consumers word of mouth is all use for the seek of information regarding brands, products, services of store. Word of mouth seems to be an important source of information which influences consumer's purchase intention in products choices.(Wu et al., 2017)EWOM is all about consumers' positive and negative thoughts regarding any particular website or a product that introduced on website, and the quantity to which they are willing to distribute these with others. A client can increase their feelings concerning product directly or not directly on societal media. But a conventional word-of-mouth is carried out only when there is person to person communication occurred. Hence it's seems that for the adoption of new products only EWOM is the important source which put the positive impact on consumer product choice. (Wu et al., 2017)Word of mouth is often more effective than traditional mass media or advertising in changing consumers' attitudes and behaviours but eWOM involves numerous figures of information replace Any attempts done by former, Potential or actual customer to highlight the positive or negative attitude towards product or services in an online platform.(Baudis, n.d.) Because of power of phrase of mouth on consumer's option is greater than ads, television advertisings, radio advertising.(East et al., 2008) frequency of word of mouth is more powerful than mass media marketing which convert customer's attitude and behaviour.Thanh&Binh (2019) studied the relationship between online buying and eWOM and found out that there is a strong relationship between the both and is significant for customers.

## **PURCHASE INTENTION**

Word of mouth defines the act of changing marketing data amongst purchase. Word of mouth is commonly acting an oral and verbal communication between receiver and communicator. Whereas purchase intention are personal action relating to the brands ((Baudis, n.d.). Intentions are attitudes whereas attitudes are the evaluation of summary.

(L. C. Harris & Goode, 2010)Purchase intentions is the study of consumer's willingness to make the purchase online through internet in future.

(Ganguly et al., 2010)Stated his/her motivation is the result of effort that carries out behavior. Individual's effort and individuals plans are the effort to purchase a brand known as purchase intentions.

Purchase intention is the o one of the primary input source that managers are used to forecast analysis and evaluate the sales and also determine and actions will take place in consumer buying behavior. But in some cases purchase intentions are used to determine the new concept of the new product development. Marketing managers also used the purchase intention indicators for future demand of their products and also asses how their marketing actions will take place in their future sales.



Past studies also indicated the relationship among attitude and purchase intention and purchase behavior is not always clear. (Baudis, n.d.) In some cases behavior is also effect consumer’s attitude and some where they don’t. Many studies have signified the impact of e-service scape on the purchase intention of customers (Kim, 2021; Mushtaq et al., 2017; Simanjuntak&Banjarnahor, 2021; Teng et al., 2018; Thanh&Binh, 2019)

### 3) HYPOTHESIS DEVELOPMENT

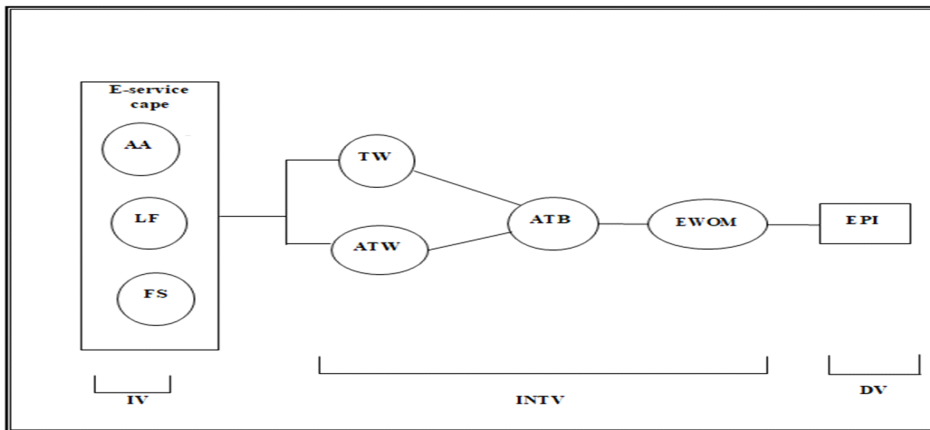
**H1:** Aesthetic appeal, layout functionality and financial security will positively affect trust in website

**H2:** Aesthetic appeal, layout functionality and financial security will positively affect trust in website

**H3:** Faith in a website is absolutely related to approach towards product

**H4:** Attitude towards website is positively related to attitude towards brand

**H5:** Approach towards brand is absolutely influence eWOM



H6: EWOM is positively influence purchase intension

### 4) RESULTS

#### Reliability Analysis

All construct consist more than 1 item. For the reliability of data we used cronbach alpha because to assess the internal consistency of all the constructs. Basically cronbach alpha is lies between 0 to 1. According to rule the value of cronbach alpha is 0.6 and more.

Table 1  
*Cronbach alpha*

S.no	Variables / Constructs	Cronbach alpha Value	No. of items
1.	Aesethic appeal	0.840	4
2.	Layout and functionality	0.847	4
3.	Financial security	0.758	5
4.	Trust in website	0.733	2
5.	Attitude towards website	0.626	2
6.	Attitude towards brand	0.687	2
7.	E-word of mouth	0.823	3
8.	Purchase intention	0.704	2

Above table shows that cronbach alpha value of all constructs are more than 0.6. The reliability of constructs is also more than 0.6 so its mean measurement instrument of study is reliable (See Appendix for more information).

The Pearson product-moment correlation test was run to check the data instrument validity. The results were all significant at  $< 0.05$  level with the values of r coefficient mostly lying between 0.3 and 0.6, which is considered as a valid instrument (Puth et al., 2014).

## Mediation

Mediator variable is the variable which defines the casual relationship between dependent variable and independent variables. The below tables shows the full mediation among direct and indirect variables in aesthetic appeal, layout and functionality and financial security because  $p > 0.005$ .

## VAESTHETIC APPEAL

### Mediation

#### Mediation Estimates

Effect	Label	Estimate	SE	Z	p	% Mediation
Indirect	$a \times b$	0.4798	0.0402	11.95	$< .001$	83.2
Direct	c	0.0970	0.0460	2.11	0.035	16.8
Total	$c + a \times b$	0.5767	0.0410	14.08	$< .001$	100.0

**Path Estimates**

			<b>Label</b>	<b>Estimate</b>	<b>SE</b>	<b>Z</b>	<b>p</b>
Aes_app	→	Mediator_Avg	a	0.6186	0.0313	19.78	<.001
Mediator_Avg	→	Purchase_Int	b	0.7756	0.0517	14.99	<.001
Aes_app	→	Purchase_Int	c	0.0970	0.0460	2.11	0.035

**LAYOUT AND FUNCTIONALITY****Mediation****Mediation Estimates**

<b>Effect</b>	<b>Label</b>	<b>Estimate</b>	<b>SE</b>	<b>Z</b>	<b>p</b>	<b>% Mediation</b>
Indirect	a × b	0.5757	0.0465	12.391	<.001	96.71
Direct	c	0.0196	0.0522	0.375	0.707	3.29
Total	c + a × b	0.5953	0.0413	14.406	<.001	100.00

**Path Estimates**

			<b>Label</b>	<b>Estimate</b>	<b>SE</b>	<b>Z</b>	<b>p</b>
Layout fun	→	Mediator_Avg	a	0.6895	0.0286	24.106	<.001
Mediator_Avg	→	Purchase_Int	b	0.8350	0.0578	14.445	<.001
Layout fun	→	Purchase_Int	c	0.0196	0.0522	0.375	0.707

## 17) FINANCIAL SECURITY

### Mediation

#### Mediation Estimates

Effect	Label	Estimate	SE	Z	p	% Mediation
Indirect	a × b	0.580	0.0531	10.91	<.001	77.9
Direct	c	0.164	0.0612	2.68	0.007	22.1
Total	c + a × b	0.744	0.0436	17.07	<.001	100.0

#### Path Estimates

		Label	Estimate	SE	Z	p
Security_Sys	→	Mediator_Avg	a	0.801	0.0305	26.25 <.001
Mediator_Avg	→	Purchase_Int	b	0.724	0.0603	11.99 <.001
Security_Sys	→	Purchase_Int	c	0.164	0.0612	2.68 0.007

First table is of model summary with consist of our value which shown the correlation between the variables. R square shows the table variation of dependent variable. In some fields, it is entirely expected that R-squared values will be low. For example, any field that attempts to predict human behavior, such as psychology, typically has R-squared values lower than 50%

Second table is of anova which shows how much the regression value fits the data. Sig value be less than 0.05

Third table is of coefficient which shows that how independent variable contributes statistically significant to the model.

**Table 9**

#### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	EWOM <sup>b</sup>	.	Enter

a. Dependent Variable: Purchase\_Int

b. All requested variables entered.

The below table is about model summary which provides the R and R2 values. Here the R value represents the simple correlation and 0.735 is and R2 0.541 value which

indicate that how total variation can explained dependent and independent variable.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.735 <sup>a</sup>	.541	.540	.66826

a. Predictors: (Constant), EWOM

The below table is about Anova which predicted that how dependent variables run significantly well here  $p < 0.05$ .

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	217.712	1	217.712	487.514	.000 <sup>b</sup>
	Residual	184.882	414	.447		
	Total	402.594	415			

a. Dependent Variable: Purchase\_Int

b. Predictors: (Constant), EWOM

The below table is about coefficient which predict dependent variable and indicators significant equals to 0.000

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.892	.121		7.362	.000
	EWOM	.750	.034	.735	22.080	.000

a. Dependent Variable: Purchase\_Int

$$Y = mx + c$$

$$\text{Purchase intention} = 0.892(\text{constant}) + 0.750(\text{EWOM})$$

**18) REGRESSION**

The below table is about model summary which provides the R and R<sup>2</sup> values. Here the R value represents the simple correlation and 0.701 is and R<sup>2</sup> value 0.492 which indicate that how total variation can explain dependent and independent variable.

### Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.701 <sup>a</sup>	.492	.491		.68928

a. Predictors: (Constant), Attitude\_TB

The below table is about Anova which predicted that how dependent variables run significantly well here  $p < 0.05$ .

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	190.483	1	190.483	400.921	.000 <sup>b</sup>
	Residual	196.697	414	.475		
	Total	387.179	415			

a. Dependent Variable: EWOM

b. Predictors: (Constant), Attitude\_TB

The below table is about coefficient which predict dependent variable and indicators significant equals to 0.000

### Coefficients<sup>a</sup>

Model	B	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		Std. Error	Beta			
1	(Constant)	1.153	.119		9.702	.000
	Attitude_TB	.676	.034	.701	20.023	.000

a. Dependent Variable: EWOM

$$Y = mx + c$$

$$EWOM = 1.153(\text{constant}) + (0.676) \text{Attitude\_TB}$$



## 19) HYPOTHESES SUMMARY TABLE

**Hypotheses Summary Table**

<b>S #</b>	<b>Hypotheses Statement</b>	<b>Sig Value</b>	<b>Resultant Status</b>
1	H <sub>1</sub> : Aesthetic appeal, layout functionality and financial security will positively affect trust in website	0.000	Accepted
2	H <sub>2</sub> : Aesthetic appeal, layout functionality and financial security will positively affect trust in website	0.000	Accepted
3	H <sub>3</sub> : Trust in a website is positively related to attitude towards brand	0.000	Accepted
4	H <sub>4</sub> : ATTITUDE TOWARDS WEBSITE IS POSITIVELY RELATED TO ATTITUDE TOWARDS BRAND	0.000	Accepted
5	H <sub>5</sub> : Attitude towards brand is positively influence eWOM	0.000	Accepted
6	H <sub>6</sub> : EWOM is positively influence e-purchase intension	0.000	Accepted

## RECOMMENDATION

The recommendations are as follows for vendors in order to build an effective websites

- The websites for online shopping is always become visually attractive because good photo can be speak thousand words and might be thousand dollars.
- Must be innovative and creative includes more customer reviews
- Must very entertaining use color psychology
- Must be user-friendly
- The web site must have a search tool which helps customers as accordingly to find out their wanted product.
- Must design that website accordingly to their need. Make it easy for customers to contact you, get an official emails along passwords.
- Websites must have efficient payment procedures and easy to use.
- Make sure your site run quickly weather on PC nor mobile.
- Offer free shipping. Make checking out simple and allow shoppers to save their carts.

## **LIMITATIONS OF THE RESEARCH**

- The limitations of this research are as follows
- Firstly, the study used the three dimensions of e-servicescape such as esthetic appeal, layout and functionality, and financial security considered them as three major factors that may affect customers' internal responses.
- Secondly, all respondents are efficient in evaluating the websites and are more homogenous than the general public.
- Thirdly, according to analysis investigation research is limited to a specific website which also equivalent to generalizability of its findings.
- Fourthly, according to study there is also possibility that respondents could already have experiences towards websites attitude before participating in this research

## **FUTURE RESEARCH**

This research model can also be used in other industries, sectors in order to investigate their services such as e-commerce websites, hotel websites, education institution websites, b2b company websites, and many more in this study could also be developed to investigate other variable such as the perceived quality and try to find what the most significant psychological reaction in the perceived quality associated with selecting a service provider.

## **CONCLUSION**

The result of the current study has confirmed the interrelationships among the research constructs. Many consumers surf the web to read online comments and reviews about product or services they are interested in. this research has shown that such comments and reviews are important factors that help Saudi consumers in making purchasing decisions. More than 80% of the study participants have indicated that they read online reviews before making an online purchase. The study has also shown that higher ratings and characteristics of reviews are effective factors for making purchasing decisions.

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