

NEGATIVE ELECTRONIC WORD OF MOUTH AND ITS EFFECT ON REPURCHASE INTENTION IN ENERGY DRINK PRODUCTS: MODERATION ROLE BY SOCIAL NETWORKING SITES

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ABSTRACT

This study aims to find a prescriptive theoretical approach to provide advice to stakeholders and how companies can provide feedback and improve corporate decision making. Quantitative research methods are used in this study to achieve the objectives of this study. Based on the above calculations, the minimum sample uses 145 samples of respondents. This study uses data analysis methods using Smart PLS version 3.0.m3 software which runs on computer media. The results showed that the variable negative effect (NE) had a positive effect on negative electronic word of mouth (NeWOM), positive effect (PE) had a positive effect on negative electronic word of mouth (NeWOM), NER had a positive effect on negative electronic word of mouth (NeWOM).), social networking sites (SNS) can strengthen the negative effect (NE) on negative electronic word of mouth (NeWOM), social networking sites (SNS) can strengthen the positive effect (PE) on NeWOM, social networking sites (SNS) can strengthen the effect of negative electronic reviews (NER) on negative electronic word of mouth (NeWOM) and negative electronic word of mouth (NeWOM) have a negative effect on repurchase intention (RI) for accepted energy drink products.

Keywords: *Negative Effect, Positive Effect, Social Networking Sites, Repurchase Intention, Negative Electronic Word Of Mouth, Negative Electronic Reviews*

1. INTRODUCTION

The development of technology as it is today has brought ease of communication, the internet provides a place where rich information and easy access to share experiences of a product with other consumers [1]. In addition to sharing positive experiences and recommending them on SNS, consumers also use SNS to share negative experiences or information called negative electronic word of mouth (NeWOM) [2].

Technological developments do not always have a good impact, various negative impacts also often appear along with faster technological developments. Consumers rely on information obtained from others for purchasing decisions, especially in uncertain situations [3].

In today's era of internet development, consumers are not only looking for health-related information on SNS, but also sharing opinions

with other consumers. Problems in the information spread on SNS cannot be confirmed, due to the high level of internet anonymity. So that expertise is needed in choosing the correct information or source. SNS has changed the way consumers in disseminating information electronically by word of mouth (eWOM) can influence purchasing decisions for a product where previously consumers shared information with a limited number of people, now SNS allows consumers to share information with a limited number of people [4].

A viral message circulating on SNS in June 2015 about a list of dangerous drinks that can trigger brain cancer, diabetes, and hardening of the spinal cord spread widely to many people on behalf of the Indonesian Doctors Association (IDI), namely from Dr. Ismuhadi, MPH which was spread by Gunawan Inkokusumo's account on his facebook account. The viral message

containing negative information or NeWOM about the list of dangerous drinks that trigger cancer was shared up to 105,459 times.

Internet technology can influence the way consumers process eWOM and make purchasing decisions [5]. A lot of negative information about the dangers of aspartame is also spread by the electronic community through SNS including Whatsapp groups, Facebook, Blogs and others. Abdulahi et al.,[37] states that NeWOM in SNS which is sourced from negative effect (NE) and negative electronic reviews (NER) creates a negative stigma attached to the minds of consumers, it is marked by a downward trend in energy drink products in Indonesia. This negative stigma is now a challenge that must be faced by companies that produce energy drink products.

The impact of NeWOM can include forming negative attitudes, switching to other products, and reducing RI. These results can have a negative impact on the company. It is possible that companies will lose their reputation and have lower revenues due to the negative message of eWOM [6]. However, if the consumer does not intend to receive the received message, nothing will change even if they are exposed to the NeWOM message. Therefore, adoption of information is critical to estimating the NeWOM effect. Based on research conducted by Gershoff, it is stated that NeWOM adopts as a willingness to information and the intention to rely on NeWOM messages [7].

After reviewing a large number of academic journals, there is one prime recurring example for NeWOM via SNS that every marketer should be aware of. This shows how marketers cannot only rely on one-way communication where marketers only promote through commercial advertising, because consumers have many ways to evaluate the product to be purchased. Marketing communication has become a two-way communication flow between businesses and consumers [8]. One of the aims of this study is to fill in the gaps in emerging empirical evidence and NeWOM in RI moderated by the role of SNS.

1. LITERATURE REVIEW

1.1. The negative and positive impacts of eWOM

eWOM is a relatively fast and informal way to share opinions and product-related experiences with other geographically dispersed consumers [9]. eWOM can be positive or

negative, implying that a person encourages or discourages consumption of a particular product [10]. A recent study showed that particularly negative eWOM may have a very strong effect on consumer behavior and even encourage companies to use webcare teams. This team aims to serve dissatisfied customers as a way to reduce the possibility of negative opinions spreading and being adopted by the consumer population at large [11].

1.2. Repurchase Intention (RI)

RI is the main basis for explaining consumer repurchase behavior that consumers will buy products or services continuously [12]. Based on research by Jiang and Rosenblom [13] also explains that RI is a behavior or consumer intention that is beneficial to the company. Before consumers make purchasing decisions, consumers will look for information on the internet to enrich knowledge about the product or service to be purchased, purchasing behavior is an important key point for consumers during considering and evaluating a particular product [14].

Building RI on consumers is very important, several empirical studies show that RI refers to consumer subjectivity which is the main determinant of repurchase actions. From several studies, it is shown that the perceived value of consumers is the core of building the foundation in the exchange relationship between consumers and companies and also consumers' perceptions of what is expected of the advantages and disadvantages of the RI process [40].

1.3. Negative Electronic Reviews (NER)

Based on findings from Malthouse, Haenlein, Skiera, Wege, and Zhang [15], SNSs such as Facebook, Twitter, Youtube, and Pinterest provide opportunities for users to interact dynamically in real time that can change the way companies and consumers communicate. On the other hand, consumers can easily receive more information on SNS. In the findings of Enginkaya and Yilmaz [16], reviews from consumers dominate marketing communications through SNS such as social media, discussion forums, blogs and others. The purpose of consumer reviews is to express evaluations and opinions about a product or service that is purchased by consumers and has become a reliable source of information [17].

Online or electronic product reviews distributed by consumers on SNS have become the main source of information for potential consumers and marketers related to the quality or information of a product, these reviews can represent eWOM as a whole and have a strong influence on the decision-making process of other potential consumers. Prospective consumers are more likely to trust recommendations from consumers than marketers [41].

1.4. Social Networking Sites (SNS)

SNS is a web-based service that makes it possible to create private profiles and make private connections and make private connections publicly displayed. SNS is a well-accepted online platform for building social relationships between people and enabling them to share activities, opinions or other information, thereby creating self-contained marketing communications or what is commonly known as WOM. Baek [42] mention that with the rapid growth of the internet and information technology, SNS has become a universal eWOM channel for sharing information related to a product. SNS is becoming a very important and fast social platform in everyday life [43].

1.5. Hypothesis

Positive and negative influences have been shown to be universal across gender and age groups, cultures [18], and to apply to the regulation of online consumer behavior [19]. Second, based on the voice-out theory (Hirschman, 1970) and the literature on consumer complaints [20] we locate two main complaints measures: negative eWOM and switching intentions/repatriation intentions. Negative eWOM is the same as 'voice', i.e. expression of complaint. Switching intentions/(negative) repatriation intentions are the same as 'leaving', i.e. ending the relationship with the company. Third, to deepen our understanding of when negative eWOM indicates switching and re-subscribe intentions, corporate moderator utility and community utility complete the model. In the remainder of this section we describe the research constructs and their assumed interrelationships.

Based on research from Zhou et al. [21], sharing negative experiences usually has a greater impact on users than sharing positive experiences. Consumers who share negative experiences about a product usually expect positive responses from others, although sharing

negative experiences carries the risk of being criticized and criticized [22]. Sharing through NeWOM was found to be associated with online support activities such as helping others and sharing information that would reinforce feelings such as self-affirmation.

Hypo 1: The negative impact has a negative effect on NeWOM for energy drink products.

Hypo 2: Positive impact has a positive effect on NeWOM for energy drink products.

NER Relationship with NeWOM for Energy Drink Products.

Reviews from consumers distributed via SNS are a relatively fast way to share opinions and experiences related to a product or service with other consumers or potential customers to everyone without being limited by region [23]. Based on a survey conducted by Malbon [39], online reviews (OR) are highly trusted with 70 percent of global consumers being one. In the absence of direct experience, potential consumers tend to believe that evaluations from other consumers can provide a reliable basis for making future purchasing decisions [24].

Based on research by Hersetyawati [25] about the influence of online consumer reviews on companies and on readers, especially NER posted on SNS can affect companies such as decreased sales and can influence readers to influence other readers about a particular product. EWOM communication via SNS can go viral because it can reach a large audience in a short time. It is very important for companies to understand how to respond to NER and minimize product damage and deterioration as a result. Based on research by Bae and Lee [26] found that potential consumers perceive NER as more useful and informative than positive reviews, and the extent to which NER reduces the number of purchases is higher than the effect of positive reviews on increasing the number of purchases. The relationship between NER characteristics and NeWOM for energy drink products can be hypothesized as follows:

Hypo 4: NER has a positive effect on NeWOM for Energy Drink Products.

The relationship between positive and negative impacts on NeWOM is stronger if it is moderated by SNS for Energy Drink Products.

The advent of SNS has dramatically changed the way customers send word of mouth (WOM) information. Previously, customers shared experiences directly with a limited number of social contacts. But nowadays, SNS

allows them to share their experiences with more people.

SNS has become a cultural phenomenon that dominates communication between users by facilitating interaction, collaboration and information dissemination among users [27]. As SNS represents social relations between community members, individual differences in the face can affect NeWOM who communicate in SNS. Emotion regulation is related to the process by which individuals regulate and achieve desired adaptive outcomes. It affects social interactions by regulating situations or changing individual emotions or observable signs. As a possible influence on social interactions, this indicates that the regulation of customer emotions plays a key role in NeWOM behavior in SNS.

Hypo 5: SNS moderates the negative impact on NeWOM for Energy Drink Products.

Hypo 6: SNS moderates the positive impact on NeWOM for Energy Drink Products.

NeWOM Relationship with RI for Energy Drink Products.

NeWOM can cause costly or irreparable harm to a brand [28], as it has the ability to influence all stages of the consumer decision-making process as well as brand perception and evaluation [11]. In spreading messages about NeWOM behavior can be considered as complaint behavior, by spreading NeWOM messages on SNS, consumers try to express emotional dissatisfaction, provide information about their problems about the product to other consumers, and find ways to solve their problems. If this NeWOM is not resolved properly by the company, the consumer can return the product and terminate the relationship with the seller.

Hypo 7: NeWOM has a negative effect on RI for Energy Drink Products.

2. METHODS

Awareness of the importance of the influence of social networking sites (SNS) is not only aimed at keeping consumers loyal to use the product, but also to increase repurchase intention (RI) for energy drink products. The negative impact of electronic word of mouth (NeWOM) caused by positive and negative impacts and Negative Electronic Reviews (NER) can have a negative impact on the survival of the company.

Quantitative research methods are used in this study to achieve the objectives of this study.

The sample used in this study is only limited to consumers of energy drink products who access SNS. The area of this research is limited to the energy drink product industry in Central Java. The choice of the Central Java region was on the grounds that the Central Java region experienced the highest sales decline, which was -74% compared to other regions for the energy drink industry in Indonesia [38]). These data indicate that the effect of NeWOM has a negative impact on the decline in sales of energy drink products. The total sales volume of energy drink products in 2019 was 142 million. Based on Sargeant [29], quantitative research requires researchers to explain how one variable affects other variables. Determination of the number of samples in this study refers to an approach based on a standard formula [30] which depends on the number of indicators multiplied by 5 to 10. Based on the above calculations, the minimum sample is 145 respondents.

These data indicate that the effect of NeWOM on RI has an impact on the decline in sales of energy drink products. The instrument used to collect data was a questionnaire which was identified using a Likert scale, where the alternative answers provided consisted of 5 choices, namely SS = strongly agree (5 points), S = agree (4 points), RR = doubt-doubt (3 points), TS = disagree (2 points), STS = strongly disagree (1 point).

This study uses data analysis methods using Smart PLS version 3.0.m3 software which runs on computer media. PLS (Partial Least Square) is a variant-based structural equation analysis (SEM) technique that can simultaneously test the measurement model as well as test the structural model.

4. ANALYSIS AND DISCUSSION

4.1. Demographic respondents

Table 1: Characteristics of respondents in this study

Respondents	Total	
	Person	%
Respondents by gender		
• Men	85	58,6%
• Women	55	37,9%
Respondents by energy drink beverage products		
• Kuku bima	65	44,8%
• Ekstra joss	39	26,8%
• Hemafiton	30	21,4%
• Proman	7	5%
Respondents by age		
• 25-30 years	77	55%

• 30-35 years	39	27,8%
• 35-40 years	24	17,1%
Respondents based on education level		
• High (D3, S1)	103	73,6%
• S2	37	26,4%

Source: interview

Through Table 1, the characteristics of respondents seen from the demographic aspect, namely gender, age, education, and the choice of products purchased show some interesting information. Based on gender, the percentage of male respondents was 58,6% and for female respondents was 37.9% of the total sample size. Most of the respondents for the choice of products purchased Kuku Bima 44,8% of the total number of respondents, Extra joss by 26,8%, Hemafiton by 21.4% and Proman by 5%. Most of the respondents aged 25-30 years were 77 people with a percentage of 55% of the total number of respondents, while other respondents aged 30-35 years included 27.8% and respondents aged 35-40 years covering 17.1%.

Table 2: Validity and reliability statistics.

Construct	Number of items	Cronbach's alpha	Composite reliability	AVE
Negative affect	4	0.84	0.86	0.68
Positive affect	4	0.83	0.84	0.67
Negative Electronic Reviews	5	0.86	0.91	0.71
Negative Electronic Words of Mouth	3	0.87	0.94	0.72
Repurchase Intention	5	0.79	0.91	0.76
Social Networking Sites Use Intensity	4	0.80	0.90	0.81

Based on Table 2 on the previous page, it can be explained that the variables are negative effect (NE), positive effect (PE), negative electronic words of mouth (NeWOM), repurchase intention (RI), negative effect* social networking sites use intensity (NENE), positive effect*social networking sites use intensity (PENE), and negative electronic reviews*social networking sites use intensity (SNNE) each have a composite reliability value above the confirmatory value of 0.7. It can be interpreted that all latent variables in this study are very reliable and reliable and can be used for hypothesis testing at the next stage of analysis.

Table 3: Discriminant validity analysis.

Construct	1	2	3	4	5	6
1	0.68					
2	0.36	0.67				
3	0.25	0.24	0.71			
4	0.16	0.14	0.41	0.72		
5	0.22	0.22	0.44	0.44	0.76	
6	0.29	0.30	0.42	0.43	0.40	0.81

For education, most of them have a diploma level of education and S1 covers 73.6%, S2 covers 26.4%.

4.2. Composite Reliability Test

This is a test to ensure that the instrument has consistency as a good measuring tool, so that the level of reliability can show consistent results. Reliability testing was carried out using Cronbach's alpha and composite reliability methods. The rule of thumb that is usually used to assess construct reliability is the value of composite reliability 0.70 for confirmatory assessments and values 0.60 to 0.70 are still acceptable for exploratory assessments [31]. This test is used to test the reliability of research data. Hair et al.,[31], said that the unidimensionality of the block of variables may be assessed by using composite reliability (should be 0.7). The following are the results of the composite reliability test as presented below.

Negative affect	0.68					
Positive affect	0.36	0.67				
Negative Electronic Reviews	0.25	0.24	0.71			
Negative Electronic Words of Mouth	0.16	0.14	0.41	0.72		
Repurchase Intention	0.22	0.22	0.44	0.44	0.76	
Social Networking Sites Use Intensity	0.29	0.30	0.42	0.43	0.40	0.81

Note: The bold diagonal scores are the average variance extracted (AVE) of each individual construct. The off-diagonal scores are the squared correlations between.

The discriminant validity test can be seen from the results of the cross loading value of each question indicator on the variable. In this study, the reference value used is above 0.7. It can be seen in Table 3 that all cross loading values (black block color) for each indicator are above 0.7. In addition, the discriminant validity test can be seen from the cross loading indicator value of a construct which is greater than the cross loading indicator value of the construct to other constructs. In table 3, it can be seen that the cross loading value of an indicator of a construct is greater than the cross loading value of the construct indicator against other constructs, so the discriminant validity of each indicator on the variable has been fulfilled.

4.3. Hypothesis Testing and Discussion

This test is used to analyze the influence of causality between one latent variable and other
Table 4: Summary of the hypotheses testing result

Hypo	Path	b	T-statistic	Sign	Result
1	Negative affect → Negative Electronic Words of Mouth	0.144	1.124	0,338	Not Accepted
2	Positive affect → Negative Electronic Words of Mouth	0.408	2.269	0,038	Accepted
3	Negative Electronic Reviews → Negative Electronic Words of Mouth	0.101	2.575	0,032	Accepted
4	Negative Electronic Words of Mouth → Repurchase Intention	0.023	2.694	0,029	Accepted
5	Social Networking Sites Use Intensity → Positive affect → Negative Electronic Words of Mouth	0.079	2.393	0,043	Accepted
6	Social Networking Sites Use Intensity → Negative affect → Negative Electronic Words of Mouth	0.213	3.272	0,043	Accepted
7	Social Networking Sites Use Intensity → Negative Electronic Words of Mouth → Negative Electronic Words of Mouth	0.410	2.575	0,032	Accepted

latent variables. The following are the results of hypothesis testing in table 4 (Path Coefficient).

From table 4 it can be described the results of hypothesis testing (figure 1)

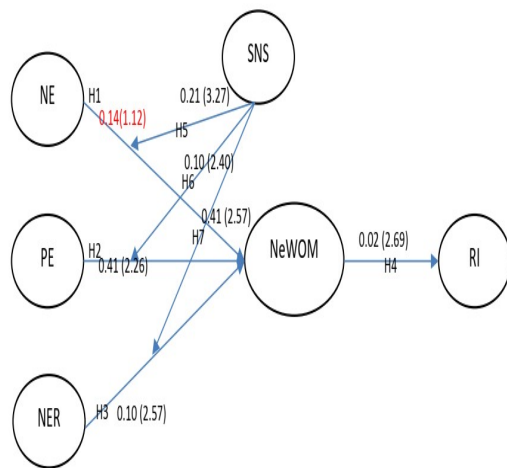
From table 3 and Figure 1, the results of hypothesis testing can be explained as follows:

Hypo 1: The negative impact has a positive effect on NeWOM for energy drink products

It was found that the T-statistical value (1.12) < 1.96 and the original sample value was 0.144 (positive sign). From these results, the hypothesis which states that NE has a positive effect on NeWOM for energy drink products is rejected. NE has a positive and significant influence on NeWOM, the higher the NE, the more NeWOM will increase. The high negative effect (NE) will increase negative electronic word of mouth (NeWOM), this happens because when consumers experience unpleasant experiences, consumers often express their emotions on SNS and share stories with other consumers to ease the burden caused by the experience their negative about the product[33]. This research shows that the higher the negative experience shared in the product community, the higher the NeWOM[32]. This research is supported by the research of Ming Zhou & Mengwei [44]; Plotkina et al. [45]; Gafni and Golan [46] stated that the negative experiences shared in the product community show a negative attitude.

Hypo 2: a positive impact has a positive effect on NeWOM for Energy Drink Products

It was found that the T-statistical value (2.26) > 1.96 and the original sample value was 0.101 (with a negative sign). From these results, the hypothesis which states that PE has a positive effect on NeWOM for energy drink products is accepted. From the results of this study, it was found that PE has a positive and significant effect on NeWOM, the higher the PE, the lower the NeWOM. Positive effect (PE) has a positive and significant effect on negative electronic word of mouth (NeWOM) accepting the hypothesis proposed in this study[34]. Positive reviews shared on SNS are so influential on the high NeWOM, binding the level of anonymity of SNS users which does not necessarily make consumers believe in positive reviews[33].



Source: SmartPLS 3.0 statistical output, processed, 2021.

Hypo 3: NER has a positive effect on NeWOM for Energy Drink Products

It was found that the T-statistical value (2.57) > 1.96 and the original sample value was 0.230 (positive sign). From these results, the hypothesis which states that NER has a positive effect on NeWOM for energy drink products is accepted. From the results of this study, it was found that NER has a positive and significant effect on NeWOM, the higher the NER, the lower the NeWOM. Negative electronic reviews (NER) have a positive and significant effect on negative electronic word of mouth (NeWOM) accepting the hypothesis proposed in this study[15]. Negative reviews shared on SNS have little effect on high NeWOM, tying up the level of anonymity of SNS users which does not necessarily lead consumers to believe negative reviews[27]. The negative influence that exists is possible that the increasing number of Negative electronic reviews (NER) encourages consumers or potential consumers to find out more deeply the causes of Negative electronic reviews (NER). With the curiosity of consumers or potential consumers, they will get new information related to energy drink products, so that this can reduce negative electronic word of mouth (NeWOM). However, in the research conducted by Pedro & Mario [49]; Brakus et al. (2009); Zhou et al. [50]; Filho [51] negative reviews have an effect on increasing NeWOM but research is devoted to new products.

Hypo 4: SNS moderates the effect of negative impacts on NeWOM for Products

It was found that the T-statistical value (3.27) > 1.96 and the original sample value was 0.023 (positive sign). From these results, the hypothesis which states that SNS can strengthen the effect of NE on NeWOM for energy drink products is accepted. The interaction of NE with SNS has a positive and significant effect on NeWOM. The higher the interaction between NE and SNS, the more NeWOM will increase. Negative effects (NE) coupled with the existence of social networking sites (SNS) will further increase negative electronic word of mouth (NeWOM), this happens because NE posted on SNS can affect companies such as decreased sales and can affect readers, which will affect consumers[2],[4]. Other readers about a particular product. EWOM communication via SNS can go viral because it can reach a large audience in a short time[38].

Hypo 5: SNS can moderate the positive effect on NeWOM for Energy Drink Products

It was found that the T-statistical value (2.40) > 1.96 and the original sample value was 0.154 (positive sign). From these results, the hypothesis which states that SNS can strengthen the effect of PE on NeWOM for energy drink products is accepted. The interaction of PE with SNS has a positive and significant effect on NeWOM. The higher the interaction between PE and SNS, the more NeWOM will increase. From testing the effect of the positive effect (PE) on negative electronic word of mouth (NeWOM) a negative effect was obtained, but with the existence of social networking sites (SNS) the positive effect (PE) will increasingly spread across various social networking site platforms so that consumers or potential consumers will get information from various social networking site platforms and this will increase negative electronic word of mouth (NeWOM)[2],[4],[37].

Hypo 6: SNS can moderate the positive effect of NER on NeWOM for Energy Drink Products

It was found that the T-statistical value (2.57) > 1.96 and the original sample value was 0.252 (positive sign). From these results, the hypothesis which states that SNS can strengthen the effect of NER on NeWOM for energy drink products is accepted. The interaction of NER with SNS has a positive and significant effect on NeWOM. The higher the interaction between NER and SNS, the more NeWOM will increase[36]. From testing the effect of negative electronic reviews (NER) on

negative electronic word of mouth (NeWOM) negative effects were obtained, but with the existence of social networking sites (SNS), negative electronic reviews (NER) will increasingly spread across various social networking site platforms so that consumers or potential consumers will get information from various social networking site platforms and this will increase negative electronic word of mouth (NeWOM)[35].

Hypo 7 : NeWOM has a negative effect on RI for Energy Drink Products

It was found that the T-statistical value (2.69) > 1.96 and the original sample value was -0.410 (with a negative sign). From these results, the hypothesis which states that NeWOM has a negative effect on RI for energy drink products is accepted. From the results of this study, it was found that NeWOM has a negative and significant influence on RI, the higher NeWOM, the lower RI will be. The high negative electronic word of mouth (NeWOM) will reduce repurchase intention (RI), this happens because it has the ability to influence all stages of the consumer decision-making process as well as brand perception and evaluation [11]. In spreading messages about NeWOM behavior can be considered as complaint behavior, by spreading NeWOM messages on SNS, consumers try to express emotional dissatisfaction, provide information about their problems about the product to other consumers, and find ways to solve their problems. If this NeWOM is not resolved properly by the company, the consumer can return the product and terminate the relationship with the Seller. This study shows that the higher the NeWOM, the lower the RI and this study is supported by the research of Heinrichs et al. [47]; Balaji et al. [48] which states that high NeWOM causes a decrease in the repurchase of a product.

5. CONCLUSION

Based on the results of research, discussion, and problem solving that have been explained in the analysis and previous discussion section, it can be concluded that the NE variable has a positive influence on the NeWOM variable, the PE variable has a positive influence on the NeWOM variable, the NER variable has a positive effect on the NeWOM variable, the SNS variable can strengthen the influence of the NE variable on the NeWOM variable, the SNS variable can strengthen the influence of the PE variable on the NeWOM variable, the SNS variable can strengthen the influence of the NER variable on the NeWOM

variable and the NeWOM variable has a negative effect on the RI variable for energy drink products in Indonesia.

The strength of this research is that this research is able to explain the role of CMR which is expected to affect the relationship between NeWOM and RI, this research focuses on companies to find out the company's response to situational NeWOM and has a very fast movement because it is supported by SNS whose deployment knows no time. and place. It can reach a large audience which can exacerbate NeWOM. While the weakness of this study is the number of samples obtained, for further research it is necessary to add samples and expand the sampling area in five major cities in Indonesia.

5.1. Suggestion

The Internet has changed the way customers express their dissatisfaction with companies and their ability to mobilize the masses to fight back. The development of information technology makes electronic word of mouth the most popular source to obtain reliable information and can influence consumers in the decision-making process to buy a product. In addition, the specific impact of negative reviews should also be of concern to the company.

5.2 Managerial Implications

Negative experiences disseminated on social networking sites (SNS) have enormous potential in increasing the spread of negative electronic word of mouth, where SNS can reach more audiences and can influence consumer purchasing decisions. Companies have limited understanding of how to deal with NeWOM. There are 4 new aspects that often escape the attention of management, namely negative effects (NE), positive effects (PE), social networking sites (SNS), and negative electronic word of mouth (NeWOM).

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