

**WEBSITE USABILITY, SATISFACTION, LOYALTY,
SECURITY PERCEPTION, TRUST AND WORD OF MOUTH
IN E-COMMERCE BUSINESS**

by

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ABSTRACT

The explosive growth of the e-commerce nowadays, especially in Indonesia, is continuously increasing the competitiveness between the e-commerce agents involved in it. The appearance of the internet reduced the search costs and provided the high flow of information obtained by the consumer, made it more difficult to increase the consumer loyalty in an online business. Word-of-mouth is regarded as a powerful tool for advancement of the competitive advantage in e-commerce aimed by marketing managers. Due to this issue, this research analyzes the role of website usability, satisfaction, loyalty, security perception and trust in developing positive word-of-mouth in e-commerce business. It was found that website usability had a significant positive effect on customer satisfaction and security perception, while consumer satisfaction offered a significant positive effect on loyalty and positive word-of-mouth. It also was found that security perception built positive effect to trust significantly. The trust itself, had the role on increasing the consumer loyalty value, unfortunately it was not the significant one. And as expected, loyalty was significantly related to positive word-of-mouth. In addition, customer satisfaction, website usability and loyalty was found to be the top three factors which contributed biggest number of the total effect on the role to increasing the positive word-of-mouth in e-commerce. For further, several conclusions, managerial implications and possibilities for future research are arise.

Keywords : website usability, satisfaction, loyalty, security perception, trust, word of mouth, e-commerce

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