JOURNAL OF TECHNOLOGY MANAGEMENT AND TECHNOPRENEURSHIP

The role of customer delight in foreign e-commerce platforms: Evidence from Indonesia

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Abstract

This research aims to investigate factors influencing e-WOM intention and revisit intention of foreign e-commerce platforms in Indonesia. This research contributes to the literature on e-commerce marketing by highlighting the role of customer delight, a less explored concept, and its effects on e-WOM and revisit intention. Purposive and snowball sampling techniques yielded 302 respondents. This research used Structural Equation Modelling (SEM) via SPSS AMOS software to analyze the data and generate findings. The results suggest that 1) promotion has a positive effect on customer delight, 2) innovativeness has a positive effect on customer delight, 3) customer delight has a positive effect on e-WOM intention, 4) customer delight has a positive effect on revisit intention, 5) customer delight fully mediates the relationship between promotion and e-WOM intention, 6) customer delight fully mediates the relationship between promotion and revisit intention, 7) customer delight fully mediates the relationship between innovativeness and e-WOM intention, and 8) customer delight fully mediates the relationship between innovativeness and revisit intention.

Keywords: Promotion, innovativeness; customer delight; e-WOM intention; revisit intention

1. Introduction

Indonesia has one of the highest e-commerce penetration rates in Southeast Asia, as well as one of the largest e-commerce markets around the world. According to the International Trade Administration (2021), the Indonesian e-commerce market was worth more than USD 30 billion in gross market value (GMV) in 2020 and is expected to grow to USD 83 billion by 2025. Due to the COVID-19 pandemic, the number of e-commerce users is expected to reach 221.0 million by 2025 (Statista, 2022). However, the rise of foreign e-commerce platforms in Indonesia has decimated the country's small and medium-sized businesses; they are suspected of engaging in predatory pricing and information theft (Sandi, 2021). Therefore, research into foreign e-commerce in the country is critical. Moreover, studies on electronic Word of Mouth (e-WOM) intention and revisit intention of foreign e-commerce platforms in Indonesia are still lacking, particularly when customer delight, a less explored concept, is introduced.

The purpose of this research is to investigate factors influencing e-WOM intention and revisit intention of foreign e-commerce platforms in Indonesia. Several relevant concepts have been identified, namely promotion, innovativeness, customer delight, e-WOM intention and revisit intention. According to previous behavioral research, sales promotions primarily target price-sensitive customers, market mavens, value-

conscious, and coupon prone (Chandon, Wansink, & Laurent, 2000). Weng and de Run (2013) revealed that utilitarian benefits (e.g., monetary savings, shopping convenience) and hedonic benefits (e.g., entertainment, self-expression and exploration) were the two main reasons why customers liked customer promotion. In the context of e-commerce platforms, customer promotion is regarded as one of the most effective marketing strategies to increase the profitability of online retailers (Nigam, Dewani, & Behl, 2020). As a result, promotion is a relevant variable in this research because it can elicit customers' positive emotional valence such as surprise and joy.

To sustain e-commerce competitive advantage, having an innovative e-commerce platform and offering innovative products are critical (Colla & Lapoule, 2012). Some benefits of having innovative e-commerce such as increased sales and reduced operational costs (Huang, Lee, & Lee, 2009). When the market is rapidly shifting online, especially during the COVID-19 pandemic, innovation is the key. For instance, a retail business may begin with offline services and gradually transition to online services in order to maximize customer experiences and expand reach (Wang *et al*., 2021). Therefore, we believe that the innovativeness of foreign e-commerce platforms in Indonesia warrants further investigation.

A less explored concept in e-commerce literature is customer delight. In summary, customer delight as a concept refers to a positive and pleasant surprise as a result of receiving services that go above and beyond what is normally provided (Kim & Mattila, 2013; Paramita, Chairy, & Syahrivar, 2021). Customer delight differs conceptually from customer satisfaction (Bartl *et al*., 2013). that has been researched exhaustively in retail research. Previous studies tapping e-commerce has mentioned customer delight superficially (Goutam, Ganguli, & Gopalakrishna, 2022). This concept may also be used arbitrarily in e-commerce studies (Singh & Ajmani, 2016). Previous research has shown that delighted customers are more willing to share their positive consumption experiences and return to the locations where personal consumption and transactions took place (Collier *et al*., 2018; Paramita *et al*., 2021). By examining the intention of delighted customers to return to specific e-commerce platforms, our research expand the body of knowledge in this topic. In contrast to purchase intention, revisit intention is a proxy for e-commerce traffic, which is one of the most important indicators of e-commerce platform performance (Che *et al*., 2015). We believe that customer delight is an important concept to investigate, and that empirical evidence is needed to validate its significance in the e-commerce and retail literature.

2. Literature Review

2.1 Promotion

Customer promotion is one of the most important marketing tools for attracting customers to an e-commerce platform. According to the promotion mix theory, the main aspects of promotion strategies are media advertising, personal selling, sales promotions, packaging, and publicity (Feldman, 1971). According to Chandon *et al*. (2000), monetary and nonmonetary promotions provide varying degrees of hedonic benefits (e.g., opportunities for value expression, entertainment, and exploration) and utilitarian benefits (e.g., product quality and shopping convenience). Zafar *et al*. (2021) argued that sales promotions provided a variety of short-term enticements that encouraged potential customers to make purchase decisions more quickly. Online retailers primarily use shipping discounts or free shipping to entice customers' purchase intention and revisit intention (Huang, Shen, & Liang 2019). For instance, customers can get free shipping to their homes on orders up to 30 pounds. Furthermore, Jiang *et al*. (2018) revealed that bundling promotion and digital coupons are effective promotion strategies in the online retailing market.

2.2 Customer delight

Customer delight is a "profoundly positive emotional state generally resulting from having one's expectations exceeded" (Oliver, Rust, & Varki, 1997, p. 329). Customer delight may also refer to a positive and pleasant surprise as a result of receiving services that go above and beyond what is normally offered or provided (Paramita *et al*., 2021). Customer delight can also occur when the service providers meet customer's needs

above and beyond expectations, resulting in specific emotions such as joy (Ahrholdt, Gudergan, & Ringle, 2019). Previous research indicates that customer delight is conceptually distinct from customer satisfaction, particularly when the element of surprise is involved in service (Magnini *et al*., 2011; Barnes *et al*., 2016). Barnes *et al*. (2016) found that delighted customers spent a higher percentage of their budget on their favorite retailers. Meanwhile, Ahrholdt *et al*. (2019) found that the delight effect decreased as prior consumption experiences increased.

Customer promotion contains elements of surprise and joy that may elicit a sense of delight during shopping or consumption experience. A previous study by Kim and Mattila (2013) suggests that customer promotion, such as surprise events, may evoke customer delight. This is because a positive surprise is not usually given by a company to random customers, so those who receive it will feel special and rewarded. Similarly, Barnes *et al*. (2021) found that unexpected after-sales gifts, a form of non-monetary customer promotion, improved customer delight. Customers who received gifts as a result of successful transactions would be surprised and delighted to receive a free and valuable product from retailers. Therefore, the first hypothesis is as follows:

H1: Promotion has a positive effect on customer delight

2.3 Innovativeness

Innovation is a process of improving the existing products, processes, or services or developing new ones for the market (Keresztes & Endresz, 2020). Innovation is the process of developing new products to meet the need of customers (Kuncoro & Suriani, 2018). According to Schumpeter (1934), innovation can be classified into four types: product, process, marketing, and organizational innovations. Product innovation is defined as the development of goods or services that differ significantly from previous products in terms of features or intended use (Maier *et al*., 2019). According to Yang and Ju (2017), product innovation capability can be valuable and rare, and it can provide a competitive advantage when it assists a firm in adapting to changing customer needs.

Technology innovation is also a critical aspect of innovation. According to Chattopadhyay and Bhawsar (2017), technology is a powerful driver of innovation, which can reflect a continuing trend of improving existing innovations. Technology innovation is a strategy that provides a company with a competitive advantage (Chege, Wang, & Suntu, 2020). In this research, innovativeness is the degree to which an e-commerce platform is perceived to offer new features, functions or products that are different than other competing e-commerce platforms.

To sustain a company's competitive advantage, creating innovative customer experiences and providing innovative services are inevitable. According to Mascarenhas, Kesavan, and Bernacchi (2004), customer-centered experience innovation is critical for e-commerce platforms to improve customer value-chain involvement and, ultimately, enhance customer delight and satisfaction. There are several examples of partial customer value-chain involvement, such as do-it-yourself home finishing and assembling your T-shirt. However, for e-commerce platforms, users value content richness and ease of use, advanced information technology and gleeful communication information are key elements for online retailers to increase delightful consumer web experiences (Bartl, Gouthier, & Lenker, 2013). Furthermore, many cutting-edge technologies, such as Artificial Intelligence (AI), Augmented Reality (AR), Virtual Reality (VR), and the Internet of Things (IoT), have greatly improved e-commerce platform services and customer delight (Tai, Wang, & Luo, 2021). In this research, we argue that the more innovative technologies e-commerce use, the greater will be customer delight. Therefore, the second hypothesis is as follows:

H2: Innovativeness has a positive effect on customer delight

2.4 E-WOM intention

Electronic Word of Mouth (E-WOM) refers to the willingness of customers to express their thoughts, feelings

and experiences about products and services on electronic platforms (Syahrivar, & Ichlas, 2018; Simay *et al*., 2022). Hennig-Thurau *et al*. (2004) distinguished between positive and negative e-WOM communication motivations. The authors argued that the four main motivations for positive e-WOM communications were altruism, product involvement, self-improvement, and helping the company. Meanwhile, negative e-WOM communications were motivated primarily by altruism, anxiety reduction, vengeance, and advice seeking. According to Syahrivar and Ichlas (2018), negative e-WOM communications may influence brand equity and customer purchase intention. In this regard, brand managers or online retailers may use an apology, an explanation or a replacement to correct the negative online reviews in order to increase the purchase intention for potential future customers (Zinko *et al*., 2021).

Promotion is critical for online retailers to attract more customers and increase profitability. For instance, Javornik (2016) proposed that appropriate promotions can stimulate customers' senses, such as using interactive music, and interactive technologies (e.g., Augmented Reality), and allowing consumers to fully immerse in the atmosphere. Moreover, Pescher, Reichhart, and Spann (2014) also argued that entertainment value can heavily influence customers' decision making. According to Ruiz-Mafe *et al*. (2018), the rise of social media has empowered consumers to engage in product-related e-WOM, and they have emerged as promotional tools for marketing and e-commerce. Yusuf and Busalim (2018) also stated that social interactions can enhance e-WOM intention. In this research, we argue that the more appropriate promotions online retailers will apply, the more likely consumers would like to share their positive WOM online. Therefore, the third hypothesis is as follows:

H3: Promotion has a positive effect on e-WOM intention

2.5 Revisit intention
Revisit intention refers to customer's willingness to return to the same store and intention to recommend it to others (Su *et al*., 2018). According to Park *et al*. (2021), revisit intention is customers' desire to visit a specific store based on their previous shopping experiences. For online retailers, customers' website revisit intention relies on the degree of customer satisfaction and loyalty (Lin, Wang, & Chang, 2011). Rita, Oliveira, and Farisa (2019) argued that services were the significant factor for online retailers to provide and maintain customer satisfaction. If a company can offer a superior service experience to its customers, it will be able to achieve a high level of customer satisfaction and a higher level of revisit intention.

According to Rahimizhian and Irani (2020), innovativeness has a significant effect on increasing revisit intentions. For instance, unique platform features, technologically advanced products, and the use of cutting-edge technologies (e.g., AI, AR, and VR) are the primary reasons for increased customer revisit intention. According to Kowalczuk, Siepmann, and Adler (2021), adopting interactive technologies (e.g., AR) in e-commerce platforms, can help web-based products have a better presentation by generating greater immersion and enjoyment, as well as increase their revisit intention. Similarly, Rauschnabel, Felix, and Hinsch (2019) also suggested that online retailers can use AR to extend the existing product categories by creating new offerings, in order to draw potential customers' attention and finally increase the revisit and repurchase intention. In this research, we argue that the more innovative technologies used by e-commerce platforms, the more likely customers are to return. Therefore, the fourth hypothesis is as follows:

H4: Innovativeness has a positive effect on revisit intention

According to Christ-Brendemühl and Schaarschmidt (2020), customer satisfaction and delight are the two antecedents of e-WOM. Collier *et al*. (2018) discovered that customer delight, as an affective customer response, can significantly boost e-WOM intention. For instance, customers are more willing to share their shopping experiences when they are pleased with the products and services they have received (Agnihotri *et al*., 2021). Likewise, Ye *et al*. (2021) proposed that providing extraordinary experiences to customers, thereby increasing delight, will motivate customers' e-WOM intention. Customer delight may serve as a prelude to a

memorable consumption experience (Williams *et al*., 2020), and something memorable is more likely to be shared with others. Therefore, the fifth hypothesis is as follows:

H5a: Customer delight has a positive effect on e-WOM intention

Delighted customers intend to return to previous stores if their shopping experiences evoked a positive emotional response (Jeon, Yoo, & Kim 2020). Previous studies have suggested that customer delight has a positive impact on revisit intention if the obtained products or services have exceeded their expectations (Paramita *et al*., 2021). According to Singh, Furrer, and Ostinelli (2004), customers' attitude toward the website plays a significant role in revisiting intention. For instance, if customers feel more comfortable and satisfied with a website, they are more likely to return to it and even recommend it to their friends. Therefore, the sixth hypothesis is as follows:

H6a: Customer delight has a positive effect on revisit intention

As hinted in our previous arguments, we propose that customer delight plays a mediation role in the relationship between the predictors (i.e. promotion and innovativeness) and the outcomes (i.e. E-WOM intention and revisit intention). In other words, promotion and the innovativeness of an e-commerce platform do not motivate people to spread positive word of mouth or to (re)visit the platform in and of themselves, but only when the aforementioned predictors are able to delight customers. This is especially true given the market's abundance of e-commerce platforms, the majority of which are innovative and offer a variety of promotions. Therefore, we argue that customers' subsequent actions will be determined by how they feel about the type of promotion offered and the innovative elements of the e-commerce platforms they visited. According to customer delight theory, positive emotional valence and high arousal are essential prior to consumption experience (Parasuraman *et al*., 2020). Customers must feel valued, rewarded, and special in order to act (e.g. purchase) or repeat their previous behavior (e.g. revisit an e-commerce platform and repurchase). Meanwhile, Azer and Ranaweera (2022) proposed Social Exchange Theory (SET) to explain E-WOM motivations. The authors contended that E-WOM was a form of emotional regulation that included, among other things, the exchange of positive thoughts, feelings, and experiences in order to gain support from others. Therefore, we propose the following hypotheses:

H5b: Customer delight mediates the relationship between promotion and E-WOM intention

H5c: Customer delight mediates the relationship between innovativeness and E-WOM intention

H6b: Customer delight mediates the relationship between promotion and revisit intention

H6c: Customer delight mediates the relationship between innovativeness and revisit intention

Based on the abovementioned hypotheses development, we propose the following theoretical framework (see **Figure 1**). Promotion (PRO) and Innovativeness (INN) are independent variables (IV), Customer Delight (CSD) is a mediating variable (MV), E-WOM Intention (EWMI) and Revisit Intention (RVI) are dependent variables (DV).
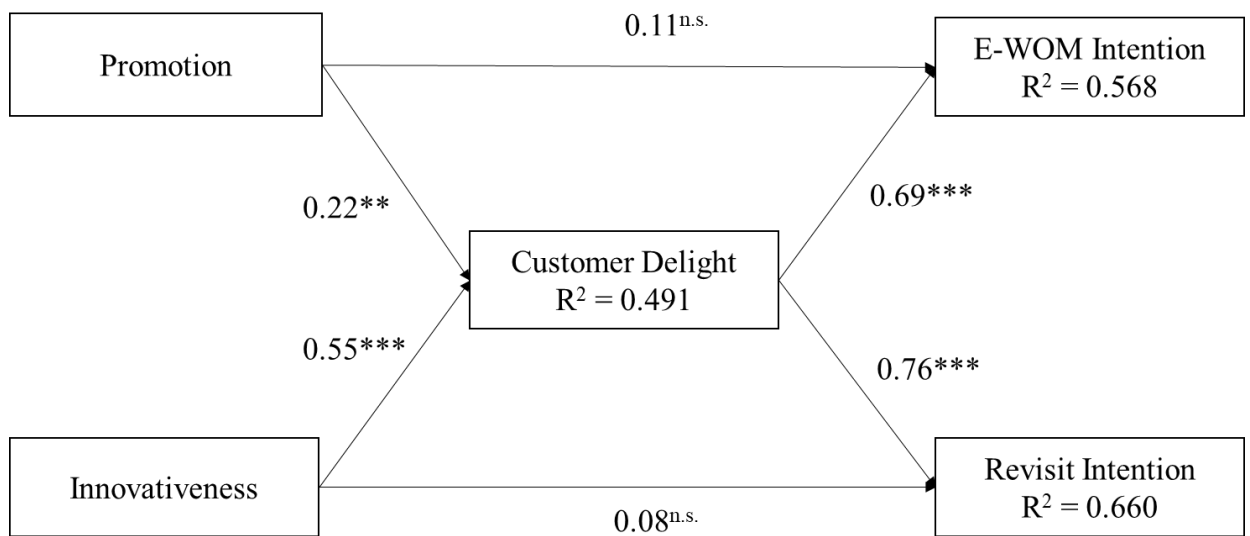
Figure 1. Theoretical framework

3. Research methodology

This research used a combination of purposive and snowball sampling to target users of foreign e-commerce platforms in Indonesia. We spread an English online questionnaire (a five-point Likert Scale) via various social media platforms, such as Line, Instagram, Telegram, and WhatsApp. In total, we gathered 302 valid respondents for further analysis. The first part of the online questionnaire was mainly about respondents' profiles, including gender, age, education background and occupation (see **Table 1**). Participation in this research was entirely voluntary, which means that no compensation or gifts were given to those who took part.

Table 1. Respondent profile

	N	**%**
Gender		
Female	214	71
Male	88	29
Age		
Younger Millennials (25 – 32)	238	79
Older Millennials (33 – 40)	64	21
Occupation		
Employees	89	29
Full-time student	213	71
Education		
Without college degrees	66	22
With college degrees	236	78

	302	100	
Total			

Note(s): N = Number of Respondents; % = Percentage.

We used several measurement scales in this research: The 6-item promotion scale was adapted from Agmeka, Wathoni, and Santoso (2019), Kapoor and Vij (2018), and Rupert (2000); the 10-item innovativeness scale was adapted from Avlonitis and Salavou (2007), and Jahanmir and Lages (2016); the 5-item customer delight scale was adapted from Barnes *et al*. (2015), Hsu *et al*. (2021), and Ahrholdt *et al*. (2019); the 5-item e-WOM intention scale was adapted from Duarte, e Silva, and Ferreira (2018), Ali, Hussin, and Dahlan (2020), Fan, Hsu, and Lin (2020); the 5-item revisit intention scale was adapted from Hausman and Siekpe (2009), and Tosun, Dedeoğlu, and Fyall (2015). The reliability of each measurement scale proposed in this research can be found in **Table 2**.

Table 2. Measurement scales

Variable	Item	Measurement	Cronbach's Alpha
Promotion (PRO)	1. There are special offers on this e-commerce platform (product on sale).	5-Likert scale (1 = Strongly Disagree; 5 = Strongly Agree)	0.786
	2. This e-commerce platform offers cash back options to customers.		
	3. This e-commerce platform provides customer loyalty discounts.		
	4. This e-commerce platform provides coupons that can be used later.		
	5. This e-commerce platform provides product bundling at a fixed price.		
	6. This e-commerce platform provides free shipping.		
Innovativeness (INN)	1. This e-commerce platform provides customers with unique and innovative features.	5-Likert scale (1 = Strongly Disagree; 5 = Strongly Agree)	0.865
	2. This e-commerce platform provides products that meet a broader range of customer needs.		
	3. This e-commerce platform offers a wide range of products.		
	4. This e-commerce platform provides higher quality products.		
	5. This e-commerce platform provides technologically advanced products.		

		6. This e-commerce platform uses cutting-edge technology.		
		7. The advantages provided by this e-commerce platform are new.		
		8. This e-commerce platform features are novel or unique.		
		9. This e-commerce platform introduces plenty of brand-new features to the market.		
		10. This e-commerce platform surpasses similar e-commerce platforms by a massive margin.		
Customer (CSD)	**Delight**	1. I feel gleeful using this e-commerce platform.	5-Likert scale (1 = Strongly Disagree; 5 = Strongly Agree)	0.818
		2. I feel elated using this e-commerce platform.		
		3. I feel delighted using this e-commerce platform.		
		4. I feel surprised using this e-commerce platform.		
		5. I feel more satisfied using this e-commerce platform that what I expected.		
E-WOM (EWMI)	**Intention**	1. I'd like to share my shopping experience with this e-commerce platform.	5-Likert scale (1 = Strongly Disagree; 5 = Strongly Agree)	0.834
		2. I provide online testimonials for this e-commerce platform.		
		3. I am proud to tell others that I am a customer of this e-commerce platform.		
		4. I strongly advise people to buy products from this e-commerce platform online.		
		5. I have recommended this e-commerce platform to others.		
Revisit (RVI)	**Intention**	1. I intended to return to this e-commerce platform in the near future.	5-Likert scale (1 = Strongly Disagree; 5 = Strongly Agree)	0.875
		2. I'm inspired to return to this e-commerce platform in the near future.		
		3. I would visit the e-commerce platform more frequently.		
		4. This e-commerce platform would be my first choice over any other.		

5. If I had to choose again, I would go with this e-commerce platform.			

4. Findings

We begin our findings with descriptive statistics. According to **Table 3**, promotion (PRO), innovativeness (INN), customer delight (CSD), e-WOM intention (EWMI), and revisit intention (RVI) all have high mean values, indicating very strong agreement with the items in each variable. The standard deviation (S.D.) value of each item is mostly less than 1, indicating that the value of each case is close to the mean value.

Table 3. Descriptive analysis

	N	MIN	MAX	Mean	S. D.
PRO 1	302	1	5	4.45	0.821
PRO 2	302	1	5	4.00	1.033
PRO 3	302	1	5	4.09	0.959
PRO 4	302	1	5	4.16	0.957
PRO 5	302	1	5	3.94	1.005
PRO 6	302	1	5	4.49	0.723
INN 1	302	1	5	4.28	0.813
INN 2	302	2	5	4.40	0.658
INN 3	302	1	5	4.36	0.714
INN 4	302	1	5	4.09	0.854
INN 5	302	1	5	4.11	0.844
INN 6	302	2	5	4.30	0.692
INN 7	302	1	5	4.02	0.959
INN 8	302	1	5	4.11	0.869
INN 9	302	1	5	4.15	0.794
INN 10	302	1	5	4.16	0.784
CSD 1	302	1	5	4.26	0.800
CSD 2	302	2	5	4.19	0.739
CSD 3	302	2	5	4.24	0.704
CSD 4	302	1	5	4.07	0.828
CSD 5	302	1	5	4.16	0.780
EWMI 1	302	1	5	4.14	0.872
EWMI 2	302	1	5	3.92	1.013
EWMI 3	302	1	5	3.94	0.985
EWMI 4	302	1	5	4.14	0.897
EWMI 5	302	1	5	4.13	0.884
RVI 1	302	1	5	4.31	0.833
RVI 2	302	1	5	4.12	0.823
RVI 3	302	1	5	4.01	0.971
RVI 4	302	1	5	4.11	0.977
RVI 5	302	1	5	4.22	0.854

Note(s): PRO = Promotion; INN = Innovativeness; CSD = Customer Delight; EWMI=Electronic Word of Mouth Intention; RVI =Revisit Intention; N = Number of respondents; MIN = Minimum; MAX =

Maximum; S.D. = Standard Deviation.

We used KMO and Bartlett's Tests to determine the sampling adequacy. A KMO value higher than 0.70 and a p-value less than 0.05 are required for factor analysis (Watson, 2017). As shown in **Table 4**, the KMO value is 0.914 and the p-value is less than 0.05.

Table 4. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		**0.914**
Bartlett's Test of Sphericity	Approx. Chi-Square	2687.025
	Df	171
	Sig.	0.000
Note(s): Df = Degree of Freedom, Sig. = Significance Level.		

Table 5 shows that the five factors are the best solution, with a total eigenvalue of 2.074 and a cumulative variance of 67.439%. According to Hair *et al.* (2006), a factor solution should account for at least 60% of total variance and have eigenvalues greater than 1.

Table 5. Total variance explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Var	Cum %	Total	% of Var	Cum %	Total	% of Var	Cum %
1	7.574	39.865	39.865	7.574	39.865	39.865	3.354	17.653	17.653
2	1.780	9.366	49.231	1.780	9.366	49.231	2.615	13.765	31.417
3	1.546	8.136	57.367	1.546	8.136	57.367	2.593	13.649	45.066
4	1.073	5.648	63.015	1.073	5.648	63.015	2.176	11.455	56.521
5	0.841	4.424	67.439	0.841	4.424	67.439	2.074	10.918	67.439

According to Russell (2002), at least two or three items are required for a good interpretation. Other construct validity indicators include factor loading, Composite Reliability (CR) and Average Variance Extracted (AVE) with suggested thresholds of 0.60, 0.80 (0.70 is acceptable), and 0.50, respectively (Dash & Paul, 2021). Unfortunately, some items from each construct must be removed due the aforementioned thresholds. The final results are shown in **Table 6.**

Table 6. Rotated component matrix

	Component					AVE	C.R.
	1	2	3	4	5		
PRO 1		0.718				0.548	0.829
PRO 2		0.758					
PRO 3		0.724					
PRO 4		0.759					
INN 1			0.739			0.522	0.814
INN 4			0.711				
INN 5			0.711				

			AVE	C.R.
INN 7	0.728			
CSD 1		0.686	0.576	0.802
CSD 2		0.805		
CSD 3		0.781		
EWMI 1			0.715	0.523	0.766
EWMI 4			0.685		
EWMI 5			0.766		
RVI 1	0.751			0.522	0.845
RVI 2	0.700				
RVI 3	0.631				
RVI 4	0.767				
RVI 5	0.756				

Note(s): PRO = Promotion; INN = Innovativeness; CSD = Customer Delight; EWMI =Electronic Word of Mouth Intention; RVI =Revisit Intention; AVE = Average Variance Extracted; C.R.= Composite Reliability.

Confirmatory Factor Analysis (CFA) was performed using SPSS and AMOS software. Based on **Figure 2**, Both Promotion (PRO) and Innovativeness (INN) positively predict Customer Delight (CSD). In turn, CSD positively predict E-WOM Intention (EWMI) and Revisit Intention (RVI). The Squared Multiple Correlations (R^2) values of both DV suggest that 56.8 percent of EWMI and 66 percent of RVI can be explained by the IVs and MV incorporated in the model.
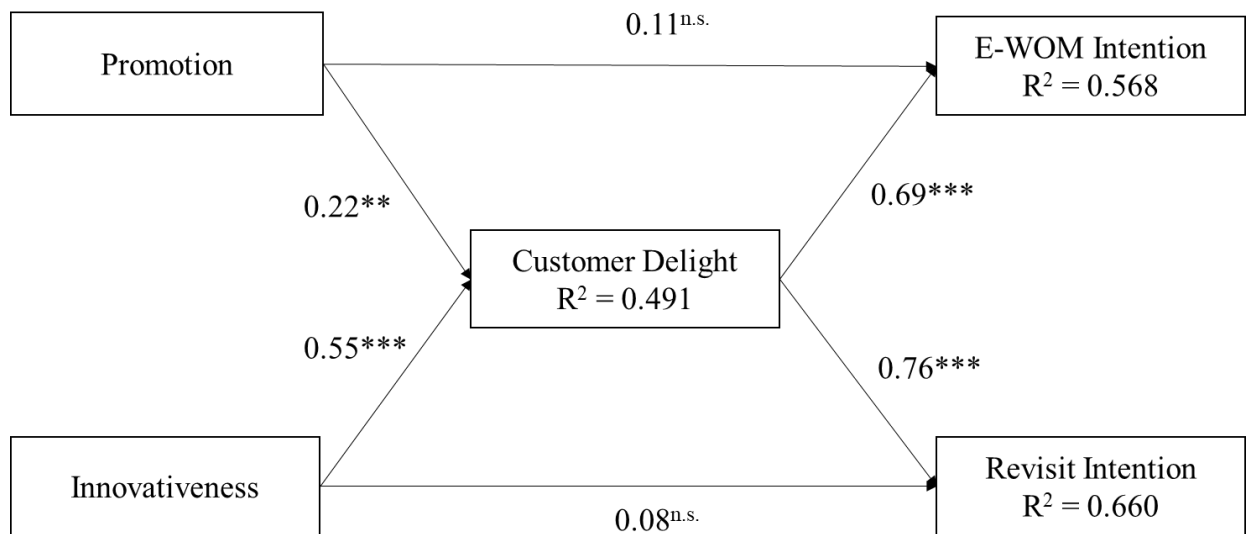

Figure 2. Final SEM Model (notes: ** < sig. 0.01, *** < sig. 0.001, n.s. = not significant, R^2 = R Squared.)

Table 7 shows the relationships among variables incorporated in the SEM model.

Table 7. Regression weights

			Estimate	S.E.	C.R.	P	Results
CSD	<---	PRO	0.247	0.091	2.723	0.006	H1 is supported
CSD	<---	INN	0.673	0.111	6.079	***	H2 is supported
EWMI	<---	PRO	0.123	0.080	1.529	0.126	H3 is not supported
RVI	<---	INN	0.088	0.102	0.865	0.387	H4 is not supported
EWMI	<---	CSD	0.661	0.085	7.804	***	H5a is supported
RVI	<---	CSD	0.736	0.098	7.542	***	H6a is supported

Note(s): PRO = Promotion; INN = Innovativeness; CSD = Customer Delight; EWMI = Electronic Word of Mouth Intention; RVI =Revisit Intention; S.E. = Standard Error; C.R.= Composite Reliability; P = Significance Level; *** = P < 0.001.

Table 8 shows the statistical results of the mediation analysis via Sobel test (Preacher & Hayes, 2004).

Table 8. Mediation analysis

					Test Statistics	S.E.	P
EWMI	<---	CSD	<---	PRO	2.589	0.064	0.009
EWMI	<---	CSD	<---	INN	4.766	0.093	***
RVI	<---	CSD	<---	PRO	2.582	0.072	0.01
RVI	<---	CSD	<---	INN	4.715	0.105	***

Note(s): EWMI = Electronic Word of Mouth Intention; CSD = Customer Delight; RVI =Revisit Intention; PRO = Promotion; INN = Innovativeness; S.E. = Standard Error; P = Significance Level; *** = P < 0.001

Table 9 compares the values of the model fit indicators to the thresholds suggested by Schreiber *et al*. (2006) and Dash and Paul (2021).

Table 9. Model fitness

Indices	Recommended Thresholds	Results	Notes
SRMR	< 0.07	0.060	Satisfactory Fit
RMSEA	< 0.08	0.059	Satisfactory Fit
CFI	> 0.95 (0.90)	0.942	Satisfactory Fit
TLI	> 0.95	0.930	Acceptable Fit
IFI	> 0.95	0.943	Acceptable Fit
GFI	> 0.95 (0.90)	0.913	Satisfactory Fit

Note(s): SRMR = Standardized Root Mean Square Residual; RMSEA = Root Mean Squared Error of Approximation; GFI = Goodness of Fit; NFI = Normed Fit Index; TLI = Tucker Lewis Index; CFI = Comparative Fit Index.

5. Discussion

The purpose of the research is to investigate factors influencing e-WOM intention and revisit intention of foreign e-commerce platforms in Indonesia. In this research, Promotion (PRO) and Innovativeness (INN) are independent variables (predictors). E-WOM Intention (EWMI) and Revisit Intention (RVI) are dependent variables (outcomes). Lastly, Customer Delight (CSD) is the mediating variable between independent and dependent variables.

Our research can support that promotion has a positive effect on customer delight (H1; $p < 0.01$). This means that increasing customer promotion as an incentive to purchase has the potential to improve customer delight. As previously stated, customer promotion is highly targeted. Customers who received discounts, coupons or free shipping will be surprised and joyful, as well as special and rewarded. Our findings lend support to previous studies such Kim and Mattila (2013) and Barnes *et al*. (2021). Future research may investigate how different types of customer promotion may influence customer delight.

Our research can support that innovativeness has a positive effect on customer delight (H2; $p < 0.001$). It implies that foreign e-commerce platforms perceived to be innovative in terms of platform features, products, and services offered may elicit positive and pleasant surprise or customer delight. Customers are likely to be surprised and delighted when retailers introduce something new and beneficial to the market. The result supports the findings of Bartl *et al*. (2013) and Tai *et al.* (2021). Future research may investigate how platform innovation versus product innovation in e-commerce may influence customer delight.

Our research cannot support that promotion has a direct and positive effect on e-WOM intention (H3; $p > 0.05$). This means that promotion per se is insufficient to generate positive e-WOM. We argue that promotion clutter (see Keller, Deleersnyder, & Gedenk, 2019) has occurred as a result of the country's many foreign e-commerce retailers, all of which offer various promotions to entice potential customers to their platforms. Promotion, thus, may be viewed as an essential component of any e-commerce platform and thus taken for granted by customers. Future research could look into the impact of customer promotion on their emotional state or feelings.

Our research cannot support that innovativeness has a direct and positive effect on revisit intention (H4; $p > 0.05$). This means that innovativeness per se is insufficient to improve e-commerce platform revisit intention. We suspect that the lack of perceived differences in innovation among foreign e-commerce platforms in Indonesia may explain this result. Some foreign e-commerce platforms in Indonesia are customer-to-customer (C2C), which means that their attractiveness is based primarily on innovative and unique products rather than innovative platforms. Future research may investigate the differences between various types of e-commerce (e.g. B2C, B2B, C2C).

Our research can support that customer delight has a positive effect on e-WOM intention (H5a; $p < 0.001$). This means that customers who are delighted with the services provided by the foreign e-commerce platform are more likely to tell others about their positive experiences. Customer delight may serve as a prelude to a memorable consumption experience (Williams *et al*., 2020), and something memorable is more likely to be shared with others. This result supports the finding of Collier *et al*. (2018) and Ye *et al*. (2021).

Our research can support that customer delight has a positive effect on revisit intention (H6a; $p < 0.001$). This means that the pleasant feeling and surprise customer experience improves customer's intention to revisit the specific e-commerce platform. As previously stated, customer delight can pave the way for a memorable shopping experience, thus e-commerce that improves delight is more likely to be remembered and revisited in the future. This result supports the finding of Jeon *et al*. (2020) and Paramita *et al*. (2021).

Our research can support all hypotheses regarding the (full) mediation effects of customer delight (H5b, H5c, H6b, H6c). This means that promotion and innovativeness of an e-commerce platform will only result in higher e-WOM intention and revisit intention if customers are delighted.

5.1 Theoretical implications

The theoretical contributions of this research are as follows: First, our research expands the literature in customer delight by investigating its antecedents in the context of e-commerce. Our research provides empirical evidence that customer promotion and e-commerce innovativeness may improve customer delight. Second, our findings add weight to previous research, such as how customer delight can improve positive e-WOM. Third, our research reveals the role of customer delight as a mediator, thus connecting the not-so-obvious relationships between the proposed predictors (i.e. promotion and innovativeness) and outcomes (i.e. e-WOM intention and revisit intention). Fourth, previous research in customer delight focused on purchase intention as an outcome and a proxy of actual purchase. By examining the intention of delighted customers to return, our research provides an alternative outcome in the discussion. In contrast to purchase intention, revisit intention is a proxy for e-commerce traffic, which is one of the most important indicators of e-commerce platform performance. Finally, to the best of our knowledge, our research is the first to examine the performance of foreign e-commerce platforms in Indonesia through the lens of customer delight.

5.2 Managerial implications

The managerial contributions of this research are as follows: First, our research provides evidence of the relationship between customer promotion and customer delight. E-commerce retailers wishing to improve customer delight may use special offers, cashback options, loyalty discounts and coupons. Nevertheless, further research is needed to understand how different types of customer promotion and innovative elements of e-commerce may influence customer positive emotional valence. Second, our research provides evidence of the relationship between e-commerce innovativeness and customer delight. Providing unique and innovative features, high-quality and high-tech products, and certain new advantages may boost customer delight. Lastly, our research shows that there is a lack of evidence on the direct relationship between the proposed predictors (i.e. promotion and innovativeness) and outcomes (i.e. e-WOM intention and revisit intention). The effects of the proposed predictors toward the outcomes are mediated by customer delight. This means that e-commerce retailers must pay attention on the surprise and joyful elements of their promotional activities and innovativeness.

6. Conclusion

This research reveals factors influencing customer's e-WOM intention and revisit intention of foreign e-commerce platforms in Indonesia. This research investigates customer delight, a less explored variable, as a mediator between the predictors (i.e., promotion and innovativeness) and the outcomes (i.e., e-WOM intention and e and revisit intention). The findings suggest that promotion and innovativeness are positive predictors of customer delight; customer delight is a positive predictor of both e-WOM intention and revisit intention; finally, customer delight acts as a full mediator between the proposed predictors and outcomes. Our research is novel in that it demonstrates that, given the country's abundance of foreign e-commerce platforms, being innovative and offering a variety of promotions are not enough to trigger e-WOM and revisit. Instead, creating positive surprise elements is critical to e-commerce success, with promotion and e-commerce innovativeness serving as some of the catalysts. Future research must therefore investigate how and what types of promotional activities and innovative e-commerce elements can exceed customer expectations and trigger customer delight. Moreover, we wish to admit some limitations of our research: First, in this research, we are more curious about how promotion and e-commerce innovativeness may lead to increased traffic to foreign e-commerce platforms. We recognize that revisit intention does not automatically translate into online purchase. Second, our research sample is dominated by full-time students (of different levels of education). We recognize that different customer segments may react differently to external stimuli. Lastly, item deletions during the EFA steps due to certain items failing to meet suggested construct validity thresholds may have an impact on the results. Future research could retest the measurement scales and conduct cross-country studies.

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