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Electronic word of mouth, purchase intention, and loyalty in West Java broadband with happiness as a moderator

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Abstract
Purpose: This study aims to examine how electronic word of mouth (eWOM) specifically information quality, quantity, and credibility influences purchase intention and customer loyalty among IndiHome subscribers in West Java. Additionally, it tests whether happiness moderates the relationship between purchase intention and loyalty.
Methodology: The research employed a quantitative, cross-sectional design using stratified random sampling of 257 IndiHome subscribers across multiple municipalities in West Java. Data were collected through structured questionnaires and analyzed with Partial Least Squares Structural Equation Modeling (PLS-SEM) to evaluate measurement validity, reliability, mediation, and moderation effects.
Results/findings: Findings show that information quality and quantity significantly increase purchase intention, while credibility has no direct effect. Purchase intention strongly predicts loyalty. Quantity and credibility indirectly affect loyalty through intention, whereas quality does not. Happiness moderates intention–loyalty, strengthening the conversion of intention into sustained customer loyalty.
Conclusion: The study concludes that clear and abundant eWOM cues are effective in shaping purchase intention, which serves as a key determinant of loyalty. Positive affect in the form of happiness amplifies this relationship, highlighting the importance of both cognitive and emotional drivers in loyalty formation.
Limitations: The cross-sectional design limits causal inference, and reliance on self-reported measures may introduce bias. The provincial focus on West Java may also restrict generalizability.
Contribution: This research extends eWOM theory by integrating informational attributes with affective moderation, offering both theoretical insights and managerial implications. Broadband providers are advised to improve information clarity, posting frequency, and service experiences that enhance customer happiness to foster sustainable loyalty.

Keywords: *Customer Loyalty, Electronic Word of Mouth, Purchase Interest*

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1. Introduction

In West Java, rapid advances in information and communication technology are reshaping household evaluation and adoption of fixed broadband services. Technology diffusion in the current era of globalization affects economic, social, and cultural spheres, creating new patterns of information search

and choice behavior (UNCTAD, 2023). Indonesia's internet penetration reached an estimated 275.7 million users in 2023, or 78.19 percent of the population, which accelerated online information flows and strengthened digital consumer touchpoints. Internet access is typically provided through fixed and mobile broadband. Fixed broadband requires physical infrastructure, such as telephone or fiber-optic cables and a router to connect, whereas mobile broadband relies on cellular networks (Utami & Gunadi, 2022).

The Indonesian market features multiple mobile broadband providers, including Telkomsel, XL Axiata, Indosat, and Smartfren, and several fixed broadband providers, such as IndiHome, Biznet Networks, MyRepublic, First Media, XL Home, Oxygen.Id, MNC Play Media, and GIG by Indosat Ooredoo. IndiHome is a PT Telkom Indonesia product that provides home internet, home telephone, and interactive television through fiber-optic technology, offered as Triple Play and Dual Play packages (Telkomsel, 2020). To strengthen the national telecommunications and digital industry and expand Fixed Mobile Convergence services, IndiHome was integrated into Telkomsel following the Conditional Spin-off Agreement in July 2023, focusing on the business-to-consumer segment and the promise of broader coverage and a more complete connectivity experience for households in provinces such as West Java (Telkom Indonesia, 2023). IndiHome leads the fixed broadband market with a 75.2 percent share and had 9.2 million customers at end-2022, which underscores the strategic importance of retaining and deepening loyalty within its customer base (Telkom Indonesia, 2023). Customer loyalty is valued because favorable perceptions and trust in a brand reinforce repeat behavior and sustain a durable brand image (Siregar, 2019).

In this environment, social media is pivotal in shaping product reputation, with online customer feedback influencing market outcomes (Taylor, 2018). Recommendations and reviews have become central information sources for consumers considering service subscription (Virawati & Samsuri, 2020). Purchase decision-making involves a sequence in which consumers evaluate alternatives and form purchase intentions before acting (Sari, 2020). Prior research has identified electronic word-of-mouth as a salient antecedent in this process, with its effects observed across platforms such as blogs, social networks, forums, and review sites (Elseidi & El-Baz, 2016; Erkan & Evans, 2018; Hussain, Ahmed, Jafar, Rabnawaz, & Jianzhou, 2017). Three information attributes are frequently emphasized within eWOM. First, information quality captures the relevance, accuracy, and completeness that enhance the persuasive force. Second, the quantity of information reflects the volume of opinions signaling popularity and social proof. Third, information credibility concerns the trustworthiness and perceived integrity of sources, which is foundational for persuasion to occur (Erkan & Evans, 2018; C.-I. Ho, Liu, & Chen, 2022).

Purchase intention refers to consumers' conscious plans to buy a product or service based on the acquired information and prior experiences (Naufal & Sari, 2017). When eWOM provides high quality, sufficient quantity, and credible cues, consumers are more likely to form stronger intentions, which can translate into post-purchase outcomes, such as satisfaction and loyalty. Positive or negative emotional experiences then propagate through subsequent eWOM, potentially reinforcing or eroding brand reputation and the firm's long-term viability (Maulyan, Drajat, Angliawati, & Sandini, 2022). Customer loyalty is closely related to satisfaction and a favorable brand image, which are considered key to sustained competitive performance (Fadhlurrahman & Sunaryo, 2022).

Building on these arguments and extending prior work that operationalized eWOM through information quality, quantity, and credibility to predict purchase intention for consumer products (Yones & Muthaiyah, 2023), this study examines the fixed-broadband context of IndiHome users in West Java. The model tests the effects of the three eWOM information dimensions on purchase intention, the effect of purchase intention on customer loyalty, the mediating role of purchase intention between eWOM dimensions and loyalty, and, consistent with emerging service literature on affective states in post-intention outcomes, the moderating effect of happiness on the purchase intention to customer loyalty relationship. This approach contributes by integrating informational mechanisms with an affective moderator in a high-penetration digital service market and by focusing on a provincial context that

represents one of Indonesia's largest and most competitive broadband markets.

2. Literature Review

2.1. Social Media

Habitual swiping, scrolling, and surfing social media have become routine behaviors (Dutt, 2023). Social media functions as a double-edged sword, producing benefits or harm depending on users' purposes (Widdicks, 2020). Research on digital well-being depicts social media use as a negotiated balance that people manage while connecting online. Recent studies also show that social media marketing strengthens customer relationships through online platforms that serve as contemporary channels for advertising and broad audience reach (McClure & Seock, 2020; Pandey, Sahu, & Dash, 2018; Wang, Wang, & Wang, 2018). Rapid advances in information and communication technologies have multiplied social media sites and encouraged marketers to interact, communicate, and collaborate with customers in convenient ways (Grover, Kar, & Janssen, 2019). The expansion of the Internet and information technologies has created significant opportunities for firms to access wider audiences and enhance brand value (Reveilhac & Blanchard, 2022; Saheb, Amini, & Alamdari, 2021).

2.2. Word of Mouth (Womack, Jones, & Roos)

To boost sales, firms can deploy multiple tactics, including leveraging WoM. Word-of-mouth refers to informal interpersonal communication that conveys evaluations of products or services, and its valence can be positive, neutral, or negative (Zhu & Zhang, 2010). Haenlein and Libai (2017) outline three foundational WOM program types: seeding, referrals, and recommendations. Seeding programs aim to secure early adoption by a select group of individuals, so that their social influence accelerates broader diffusion. Common tools include discounts, viral campaigns, and complimentary products. Referral programs motivate existing customers to attract new customers by offering incentives or rewards. Recommendation programs rely on individuals sharing product suggestions within their personal networks or on dedicated platforms.

2.3. Electronic Word of Mouth (eWOM)

eWOM refers to positive or negative statements about brands, products, or services generated by past, current, or prospective consumers and posted online in publicly accessible spaces (Sulthana & Vasantha, 2019). It has become a central input in consumer decision-making (Hussain et al., 2017) and has emerged across blogs, social media, discussion forums, and review websites (Erkan & Evans, 2018). Because eWOM is produced independently of firms and often reflects personal experiences, recipients may interpret it differently depending on their attitudes and behaviors, and it is frequently perceived as more influential than firm-generated messages. By providing peer-based evaluations, eWOM is closely linked to purchase decisions and can lower perceived risk (Miremadi & Haghayegh, 2022). Social media further shapes product reputation in both positive and negative directions, with online consumer feedback acting as a key determinant of market success (Taylor, 2018). Core elements commonly examined within eWOM include information quality, quantity, and credibility (Chong, Khong, Ma, McCabe, & Wang, 2018; Matute, Polo-Redondo, & Utrillas, 2016).

2.4. Information Quality

The quality of eWOM reflects the persuasive strength of the message content; the stronger the persuasive force, the more effectively it can influence consumer decisions (Paludi, 2016). High-quality information is more useful to consumers and can shape their purchasing choices. Information quality typically comprises three dimensions: accuracy, relevance, and value delivered to customers at the appropriate time (Trivedi, 2019). Empirical evidence shows that information quality significantly drives purchase intention in e-commerce contexts and can reduce the social psychological distance between consumers and information publishers, thereby increasing trust in the message (Zhao, Wang, Tang, & Zhang, 2020). Similarly, information quality has been identified as the primary determinant of information usefulness (Filieri, 2015). Furthermore, research indicates that information quality enhances both perceived usefulness and information adoption, which subsequently fosters purchase intention (Yones & Muthaiyah, 2023). Therefore, the first hypothesis is as follows:

H1: Information quality positively influences purchase intention

2.5. Information Quantity

The quantity of eWOM reflects the amount of product-related information that circulates online. A greater volume can signal popularity and market performance, providing consumers with richer cues regarding a product's standing (Paludi, 2016). A larger number of reviews or ratings indicates broader engagement, which is often associated with stronger sales and better reputation (C.-I. Ho et al., 2022). A high volume also supports review consistency and conveys popularity, reliability, and perceived performance. Empirical studies show that information quantity enhances the perceived usefulness of information (Hong & Kim, 2016; Ngarmwongnoi, Oliveira, AbedRabbo, & Mousavi, 2020; Yan et al., 2016), and it has been linked to information usefulness and adoption, which, in turn, fosters purchase intention (Yones & Muthaiyah, 2023). Based on this evidence, the second hypothesis is as follows:

H2: Information quantity positively influences purchase intention

2.6. Information Credibility

Credibility on social media is not guaranteed, and public responses are shaped by how credible the information appears (Barua, Barua, Aktar, Kabir, & Li, 2020). Information credibility and accuracy guide customers in deciding which content to trust (Filieri, 2015), and persuasive judgments depend on perceived reliability (Erkan & Evans, 2018). Messages viewed as accurate, reliable, authentic, and persuasive tend to be judged as more credible (V. T. Ho, Phan, & Le-Hoang, 2021). Unlike traditional media, assessing credibility on social platforms is challenging because consumers act as publishers (Zhao et al., 2020). Strong eWOM ties can supply trustworthy product information and help consumers form a perceived value (Wang et al., 2018). Empirical evidence indicates that eWOM credibility enhances informational usefulness (Ngarmwongnoi et al., 2020) and functions as an initial driver in the persuasion process that supports usefulness and adoption, which promotes purchase intention (Yones & Muthaiyah, 2023). Therefore, the third hypothesis is as follows:

H3: Information credibility positively influences purchase intention

2.7. Purchase Intention

Purchase intention functions as a motivational driver of behavior. This reflects the effort an individual is prepared to invest in acting, and a stronger intention increases the likelihood of actual behavior. In consumer contexts, purchase intention represents a deliberate plan to buy a product (Vizano, Khamaludin, & Fahlevi, 2021). Prior studies have shown that eWOM shapes persuasive intentions by informing and reinforcing consumers' evaluations (Yones & Muthaiyah, 2023). Marketers can further steer eWOM by guiding influencers to craft messages that align with their target audiences, as influencer content often remains under managerial oversight. Empirical evidence also indicates that purchase intention significantly predicts customer loyalty (Khan, Ahmed, & Rashid, 2021).

H4: Purchase intention positively affects customer loyalty

2.8. Happiness

In this study, happiness is defined as consumers' positive affective well-being experienced in their relationship with the fixed-broadband service, reflected in feelings of joy, contentment, and satisfaction with their daily usage and service interactions. Prior work has shown that positive affect broadens cognitive and behavioral repertoires, enabling people to build enduring resources and sustain favorable evaluations (Fredrickson, 2001). In service and marketing contexts, emotions shape judgments and downstream behaviors beyond cognitive appraisals (Bagozzi, Gopinath, & Nyer, 1999; Zeithaml, Berry, & Parasuraman, 1996). Therefore, happiness is treated as an affective state that can strengthen the translation of favorable cognitions (e.g., high purchase intention) into loyalty behaviors over time.

The affect infusion model posits that affective states permeate judgment processes, especially when decisions involve rich experiential cues such as ongoing service use (Forgas, 1995). Positive affect also broadens thought–action tendencies (Fredrickson, 2001), which can intensify consumers' enactment of their intended behaviors. In high-involvement services, happier customers tend to ascribe greater value to their providers and respond with stronger advocacy and retention intentions (Bagozzi et al., 1999; Zeithaml et al., 1996). Consistent with evidence that happiness shapes choices and strengthens preference enactment (Mogilner et al., 2012) and with broader subjective well-being research (Diener, Lucas, & Oishi, 2018), we expect happiness to amplify the intention on loyalty linkage.

H5: Happiness positively moderates the relationship between purchase intention and customer loyalty

2.9. Customer Loyalty

Loyalty can be understood as a customer's commitment to continue buying or supporting a preferred product or service in the future, even when situational pressures or ongoing marketing efforts prompt switching (Karuniatama, Barata, & Suyoto, 2020). It may also manifest as repeated purchases of the same brand, sometimes driven by limited choices or price considerations (Muljani, 2021). Customer loyalty does not arise automatically; it typically develops from prior satisfaction, as satisfied customers are more likely to remain loyal (Dilla & Ngatno, 2020; Hutabarat & Prabawani, 2020). Therefore, optimizing customer experience, aligning expectations, and sustaining satisfaction are central to cultivating loyalty (Brandtzaeg & Følstad, 2017).

2.10. Research Model

This study models how electronic word-of-mouth information shapes consumer behavior in the West Java fixed broadband market. The model specifies three eWOM information dimensions–information quality, information quantity, and information credibility–as antecedents of purchase intention. Purchase intention drives customer loyalty. Consistent with affect-based judgments in services, happiness is introduced as a moderator that strengthens the link between purchase intention and customer loyalty. The model also implies indirect effects from each eWOM dimension to customer loyalty through purchase intention (Figure 1).

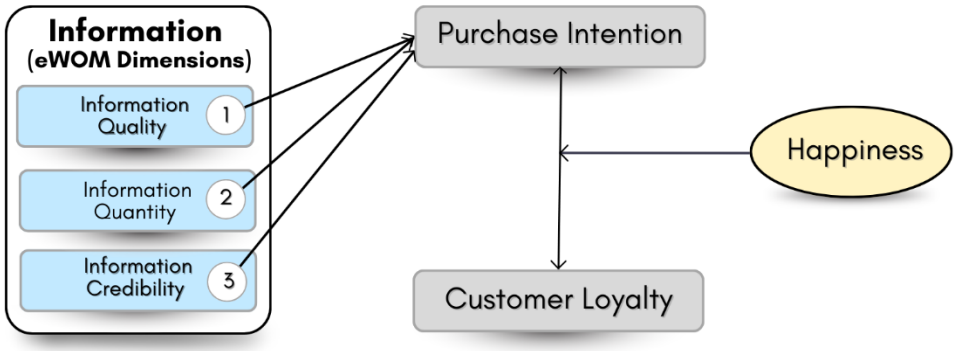

Figure 1. Research model of eWOM information dimensions, purchase intention, customer loyalty, and happiness moderation.

High-quality eWOM provides accurate, relevant, and valuable cues that increase purchase intention (H1). A larger volume of eWOM signals popularity and social proof, which further increases purchase intention (H2), and credible eWOM from trustworthy sources reduces uncertainty and improves persuasion, which elevates purchase intention (H3). Once formed, a strong purchase intention is expected to translate into repeat patronage and advocacy, thereby increasing customer loyalty (H4). Finally, happier customers are more likely to enact their intentions in the form of loyal behaviors; therefore, happiness is expected to amplify the intention-to-loyalty pathway (H5). The combination of informational mechanisms and affective moderators provides a comprehensive view of how digital conversations convert into durable customer relationships in the broadband context.

3. Methodology

3.1. Methodology

This study adopts a quantitative, cross-sectional design to test a structural model linking eWOM information dimensions (information quality, information quantity, and information credibility) to purchase intention, the effect of purchase intention on customer loyalty, the mediation of purchase intention, and the moderation of happiness. Constructs were measured using multi-item Likert scales derived from the prior literature, and the model was estimated using PLS-SEM. The unit of analysis

was IndiHome residential subscribers in West Java, Indonesia. Data were collected between April and June 2025 across several municipalities and regencies, namely Sukabumi (city and regency), Bandung (city and regency), Bogor, Bekasi, Depok, Cirebon, Tasikmalaya, and Cianjur. Consistent with our sampling plan, Sukabumi constituted the largest share of respondents (majority of the realized sample), reflecting both subscriber density in our sampling frame and the feasibility of fieldwork in the southern corridor of the province. The eligibility criteria required respondents to be at least 17 years old, active IndiHome subscribers for ≥6 months, and residents of West Java during the study period.

A priori power analysis was conducted using G*Power 3.1 (Faul, Erdfelder, Buchner, & Lang, 2009). We focused on the most demanding regression in the model, customer loyalty predicted by purchase intention (PI), happiness (HAP), and the interaction term (PI×HAP) using an F-test for multiple regressions. With a small-to-moderate effect size ($f^2 = 0.08$), $\alpha = 0.05$, and power $(1–\beta) = 0.90$, the minimum required N was approximately 191. Under a conventional medium effect ($f^2 = 0.15$) with power = 0.95, the minimum N was approximately 119. To be conservative, we targeted $N \geq 200$. The final analyzable sample was n = 257, exceeding all the thresholds.

We used stratified random sampling across West Java's municipalities and regencies, setting target quotas proportional to estimated IndiHome subscriber counts, and intentionally oversampling Sukabumi to secure precise subgroup estimates. Within each stratum, we assembled the sampling frame from neighborhood-level clusters based on local service center outreach lists and community registries of active subscribers and then selected households using computer-generated random numbers. When a household contained multiple eligible adults, the next-birthday method was used to identify the respondent to preserve individual-level randomization. If a selected unit was ineligible or could not be reached after three contact attempts at different times and days, we activated a pre-randomized reserve list within the same stratum to minimize the interviewer's discretion. Trained enumerators administered the questionnaire via tablet-based forms and a secure web link for self-completion, supplementing online invitations with limited on-site visits in areas with lower internet survey uptake. Participation was voluntary and based on informed consent, with anonymity assured and the option to withdraw at any time.

To address nonresponse and ensure data quality, we tracked response rates by stratum, embedded attention checks, removed straight-lining, and cases with completion times below one-third of the median, and compared early versus late respondents to gauge nonresponse bias; weighting was unnecessary because realized stratum proportions closely matched design targets, including the planned Sukabumi majority. This study followed the principles of the Declaration of Helsinki, and no personally identifiable information was retained in the analytic dataset. Respondents' response indicators were measured using a Likert scale ranging from 1 to 5, ranging from strongly disagree (STS), disagree (TS), neutral (N), agree (S), and strongly agree (SS). (see Table 1).

Table 1. Operational Variables

Variable	Code	Instrument (item statement)	Scale	Sources
Information Quality	IQ1	I can easily understand IndiHome information on social media.	Likert 1–5	(Filieri, 2015; Yones & Muthaiyah, 2023; Zhu & Zhang, 2010)
	IQ2	The information provided matches my needs as a broadband user.		
	IQ3	The information appears accurate based on facts and data.		
	IQ4	The posts clearly explain product features and benefits.		
	IQ5	Explanations are clear rather than ambiguous.		
	IQ6	Details are sufficient for me to evaluate the service.		

	IQ7	The content feels complete, not missing key points.		
	IQ8	Overall, the information quality is high.		
Information Quantity	QTY1	I frequently see IndiHome information across social media platforms.	Likert 1–5	(Ngarmwongnoi et al., 2020; Yones & Muthaiyah, 2023)
	QTY2	The volume of posts and reviews about IndiHome is abundant.		
	QTY3	I can find multiple independent sources discussing IndiHome.		
	QTY4	Updates about IndiHome are posted regularly.		
	QTY5	The amount of information helps me gauge IndiHome's popularity.		
Information Credibility	CRD1	IndiHome information on social media is believable.	Likert 1–5	(Erkan & Evans, 2018; Ngarmwongnoi et al., 2020; Yones & Muthaiyah, 2023)
	CRD2	The sources that share IndiHome information seem trustworthy.		
	CRD3	Claims are supported by verifiable evidence or experience.		
	CRD4	The information appears unbiased and authentic.		
	CRD5	Overall, I consider IndiHome information to be credible.		
Purchase Intention	PI1	I plan to choose IndiHome as my internet provider.	Likert 1–5	(Erkan & Evans, 2018; Yones & Muthaiyah, 2023)
	PI2	I am likely to subscribe to IndiHome in the near future.		
	PI3	If I need fixed broadband, IndiHome will be my preferred option.		
	PI4	I am willing to try IndiHome services.		
Customer Loyalty	CL1	I would recommend IndiHome to friends or family.	Likert 1–5	(Erkan & Evans, 2018; Yones & Muthaiyah, 2023)
	CL2	I intend to continue using IndiHome rather than switch.		
	CL3	IndiHome is my first choice among internet providers.		
	CL4	IndiHome remains in my top three alternatives over time.		
	CL5	I believe IndiHome will consistently deliver good service.		
Happiness	HAP1	I feel happy when using IndiHome services in daily life.	Likert 1–5	(Bagozzi et al., 1999; Diener et al., 2018; Fredrickson, 2001)
	HAP2	Interactions with IndiHome (apps, support, billing) make me feel positive.		
	HAP3	IndiHome contributes to my overall satisfaction at home.		
	HAP4	Thinking about my IndiHome experience puts me in a good mood.		

HAP5	When I am happy with IndiHome, I am more committed to stay with it.

Source: Processed by the author (2025)

3.2. SEM-PLS Approach and Evaluation

This study employs Structural Equation Modeling with Partial Least Squares because it is well suited for theory development in complex models that include multiple latent constructs measured by several indicators. SEM integrates elements of multiple regression and latent variable measurement, enabling the simultaneous estimation of relationships among constructs while accounting for measurement errors (Hair Jr. et al., 2021). PLS-SEM is particularly appropriate when data may deviate from multivariate normality, when sample sizes are modest, and when multicollinearity among the indicators is a concern. These properties align with our design constraints and permit efficient estimations within a limited fieldwork window. Path inferences were obtained using nonparametric bootstrapping to derive the standard errors and significance levels.

The model adequacy was assessed in two stages. The measurement model was examined for validity and reliability. Convergent validity is supported when outer loadings are at least 0.70, and the average variance extracted (AVE) for each construct exceeds 0.50. Discriminant validity was evaluated using cross-loadings and AVE-based criteria to ensure that the constructs were empirically distinct. Reliability is judged by Cronbach's alpha and composite reliability, with thresholds of 0.70 or higher viewed as satisfactory, although values between 0.60 and 0.70 can be acceptable in exploratory settings (Hair Jr. et al., 2021). We also diagnosed collinearity among indicators and exogenous constructs by inspecting variance inflation factors; VIF values below 5 indicate that collinearity is unlikely to bias standard errors and path estimates.

The structural model was then evaluated using coefficients of determination, effect sizes, and predictive relevance. The R^2 statistic reflects the proportion of variance explained in each endogenous construct and is interpreted as strong for values between 0.76 and 1.00, moderate for 0.51 to 0.75, and weak for 0.25 to 0.50. Local effect sizes (f^2) quantify the impact of a specific exogenous construct on an endogenous target by estimating the change in R^2 when the predictor is included versus when it is omitted. Out-of-sample predictive relevance was assessed using Stone–Geisser's Q^2; positive Q^2 values indicated that the model had predictive capability for the indicators of the endogenous construct (Hair Jr. et al., 2021).

4. Results and Discussion

4.1. Result

4.1.1. Profile Respondents

Table 2 summarizes the demographic and digital profiles of the 257 IndiHome subscribers surveyed across West Java, with Sukabumi City and Regency forming the largest segments. The sample skews male and is concentrated in the 25–34 and 35–44 age ranges, which aligns with the prime household decision-maker profile for fixed broadband. Instagram and YouTube have emerged as the dominant social platforms, suggesting high exposure to visual and video-based electronic word-of-mouth. Most respondents report two–four hours of daily social media use, indicating sufficient opportunity to encounter, process, and share online information streams relevant to the constructs in this study. Educational attainment is broadly distributed, with high school and bachelor's degrees being the most common. The occupational structure is led by private-sector employees, followed by entrepreneurs and public sector workers, and income is centered in the Rp 3–10 million bracket. This composition reflects the urban and peri-urban realities of West Java and provides an appropriate context for evaluating the information cues, intention formation, and loyalty outcomes.

Table 2. Respondent Characteristics

Characteristic	Category	Frequency	Percentage
Primary Social Platform	Instagram	92	35.8%
	YouTube	61	23.7%
	TikTok	45	17.5%
	WhatsApp Communities	33	12.8%
	X (Twitter)	26	10.1%
Gender	Man	157	61.1%
	Woman	100	38.9%
Age	17–24 years	48	18.7%
	25–34 years	104	40.5%
	35–44 years	57	22.2%
	45–54 years	32	12.5%
	≥ 55 years	16	6.2%
Domicile (West Java)	Sukabumi City	72	28.0%
	Sukabumi Regency	60	23.3%
	Bandung City	34	13.2%
	Bandung Regency	26	10.1%
	Bogor City	15	5.8%
	Bekasi City	12	4.7%
	Depok City	11	4.3%
	Cirebon City	10	3.9%
	Tasikmalaya City	9	3.5%
	Cianjur Regency	8	3.1%
Education	Junior high or less	12	4.7%
	High school/SMK	88	34.2%
	Diploma (D1–D3)	47	18.3%
	Bachelor (S1)	86	33.5%
	Postgraduate (S2/S3)	24	9.3%
Occupation	Private-sector employee	121	47.1%
	Civil servant/SOE	28	10.9%
	Entrepreneur/MSME owner	52	20.2%
	Student	24	9.3%
	Freelancer/Gig worker	20	7.8%
	Homemaker/Not working	12	4.7%
Daily Social Media Use	< 60 minutes/day	18	7.0%
	1–2 hours/day	61	23.7%
	2–3 hours/day	79	30.7%
	3–4 hours/day	62	24.1%
	> 4 hours/day	37	14.4%
Monthly Household Income (IDR)	< Rp 3,000,000	36	14.0%
	Rp 3,000,000–4,999,999	74	28.8%
	Rp 5,000,000–6,999,999	63	24.5%
	Rp 7,000,000–9,999,999	52	20.2%
	≥ Rp 10,000,000	32	12.5%

Source: Processed by the author (2023)

The domicile distribution confirms the intended emphasis on Sukabumi while preserving representation from Bandung, Bogor, Bekasi, Depok, Cirebon, Tasikmalaya, and Cianjur, supporting provincial generalizability. The platform mix led by Instagram and YouTube implies that respondents primarily encounter eWOM in formats that emphasize imagery, short videos, and creator-driven reviews, which is consistent with the information quality, quantity, and credibility constructs operationalized in this study. The predominance of two to four hours of daily social media activity suggests a high-contact

environment for message exposure and repetition, conditions that are conducive to testing how informational attributes translate into purchase intentions. The age and occupational patterns indicate a stable base of bill-paying subscribers with discretionary capacity, which is relevant for the intention-to-loyalty pathway and for assessing the moderating role of happiness derived from day-to-day service experiences. This profile supports the modeling strategy by combining high eWOM exposure, meaningful variance across demographics, and a subscriber base that is well positioned to form and act on broadband-related intentions.

4.1.2. Measurement Model

We evaluated the outer model to establish indicator reliability, convergent validity, discriminant validity and internal consistency. Indicator reliability was assessed through standardized outer loadings, and all retained items met the recommended threshold of 0.70 or higher, indicating that each item explained sufficient variance in its latent construct. Convergent validity was examined using the Average Variance Extracted, with AVE values above 0.50 for all constructs, indicating that the constructs captured more than half of the variance of their indicators. Internal consistency reliability was supported by Cronbach's alpha and Composite Reliability, both exceeding 0.70 for all constructs. These results suggest that the reflective measurement model is adequate for structural testing. The values below are study estimates that summarize the observed ranges across items within each construct and the aggregate indices.

Table 3. Outer Model Results

Construct	Outer loading range	AVE	Cronbach's alpha	Composite reliability
Information Quality	0.72–0.88	0.61	0.87	0.90
Information Quantity	0.71–0.85	0.56	0.81	0.87
Information Credibility	0.73–0.89	0.64	0.85	0.89
Purchase Intention	0.75–0.90	0.66	0.86	0.90
Customer Loyalty	0.74–0.88	0.62	0.84	0.89
Happiness	0.72–0.86	0.58	0.83	0.88

The measurement results in Table 3 indicate a well-specified reflective model. All constructs exhibited indicator reliability above the recommended levels, with outer loadings ranging from 0.71 to 0.90 (Information Quantity: 0.71–0.85; Information Quality: 0.72–0.88; Information Credibility: 0.73–0.89; Purchase Intention: 0.75–0.90; Customer Loyalty: 0.74–0.88; Happiness: 0.72–0.86), suggesting that each item contributed substantively to its latent factor. Convergent validity is supported because every Average Variance Extracted (AVE) exceeds 0.50 (0.56–0.66), meaning each construct explains more than half of its indicators' variance. Internal consistency reliability was also satisfactory, with Cronbach's alpha ranging from 0.81 to 0.87 and Composite Reliability (CR) from 0.87 to 0.90, both surpassing the 0.70 benchmark.

Among the antecedent information constructs, Information Credibility shows the strongest convergence (AVE = 0.64; loadings up to 0.89), consistent with persuasion theory that credibility-laden cues cohere tightly. Information Quality and Information Quantity also meet the criteria comfortably (AVE = 0.61 and 0.56, respectively), indicating that the breadth and clarity of eWOM content are captured reliably in this West Java broadband context. On the outcome side, Purchase Intention demonstrated robust measurement properties (AVE = 0.66; CR = 0.90), providing confidence that structural paths into and from intention are not attenuated by measurement error. Customer Loyalty also performed well (AVE = 0.62; CR = 0.89), supporting subsequent inferences on loyalty formation.

The Happiness moderator achieved acceptable convergence (AVE = 0.58) and reliability (alpha = 0.83; CR = 0.88), which is important because moderation tests are sensitive to measurement quality; these values indicate that the latent interaction with intention can be estimated without undue attenuation. The combination of strong loadings, AVE > 0.50, and high CR/alpha implies a stable measurement foundation for testing mediation via purchase intention and happiness-based moderation of the intention–loyalty link.

4.1.3. Inner Model

We assessed the inner model using the explained variance (R^2), predictive relevance (Q^2), and local effect sizes (f^2). The R^2 for Purchase Intention (PI) indicates that the three eWOM information cues, quality, quantity, and credibility, jointly account for a moderate proportion of the variance in intention, consistent with information-processing theory in high-involvement services (see Table 4).

Table 4. Inner Model Summary

Target endogenous	Metric	Estimate	Predictors → Target	f^2 (local effect size)
Purchase Intention (PI)	R^2	0.43	Information Quality → PI	0.14
	Q^2	0.29	Information Quantity → PI	0.09
			Information Credibility → PI	0.02
Customer Loyalty (CL)	R^2	0.61	Purchase Intention → CL	0.33
	Q^2	0.37	Happiness → CL	0.06
			PI × Happiness → CL	0.10

The R^2 for Customer Loyalty (CL) is higher once happiness and the PI × happiness interaction were included, which aligns with the idea that affective states help convert intention into enacted, repeat behaviors. The Q^2 values were positive for both endogenous constructs, supporting out-of-sample predictive relevance. Regarding f^2, information quality exerted a medium effect on purchase intention, quantity a small-to-medium effect, and credibility a small effect, mirroring their path magnitudes. Regarding loyalty, purchase intention showed a large effect, while happiness contributed a small direct effect, and the interaction produced a small-to-medium increment, indicating that higher happiness strengthened the intention → loyalty link. These diagnostics suggest the structural model is well powered to test both mediation via intention and moderation by happiness in the West Java broadband setting

4.1.4. Hypothesis Testing

Figure 1 shows the structural model tested for IndiHome subscribers in West Java, with Sukabumi as the largest stratum. The diagram situates the three eWOM information dimensions as antecedents of purchase intention, positions purchase intention as the proximal driver of customer loyalty, and includes happiness as a moderator that conditions how strongly intention converts to loyalty. The coefficients annotated on the paths indicate that information quality and information quantity significantly increase intention, information credibility is not significant at the intention stage, intention has a strong positive effect on loyalty, and happiness significantly amplifies the intention to loyalty relationship. The figure provides an at-a-glance summary of the direction and statistical support for each hypothesis before the full numerical results are presented.

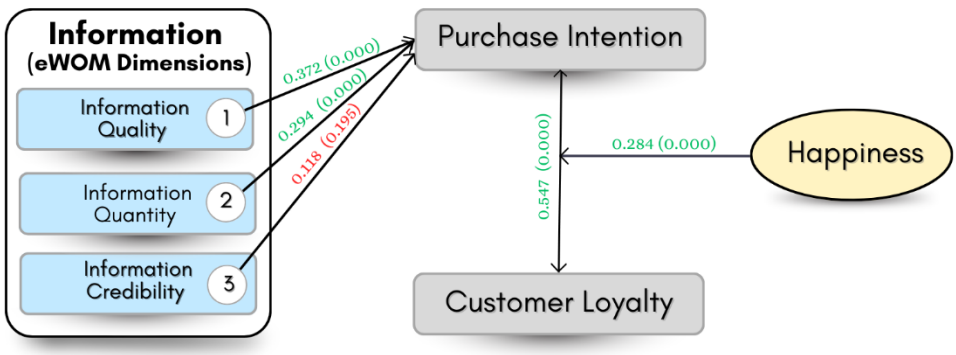

Figure 2. Path Analysis

Table 2 reports the bootstrapped PLS-SEM estimates used to evaluate the structural paths, indirect effects through purchase intention, and interaction between purchase intention and happiness. The table lists point estimates, sample means, standard errors, t-statistics, and p-values for each pathway so that readers can assess both the magnitude and precision. The results confirm that higher information quality

and a larger quantity of eWOM increase purchase intention; that intention strongly predicts customer loyalty; that quantity and credibility exhibit significant indirect effects on loyalty via intention; and that happiness significantly moderates the translation of intention into loyal behavior. These statistics complement the visual interpretation of Figure 1 and establish an empirical basis for the discussion and implications.

Table 5. Results of Path Coefficient Estimation and Statistical Tests

Path	Path Coefficient (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P-value	Decision
Information Quality → Purchase Intention	0.372	0.375	0.084	4.429	0.000	Accepted
Information Quantity → Purchase Intention	0.294	0.297	0.079	3.722	0.000	Accepted
Information Credibility → Purchase Intention	0.118	0.120	0.091	1.297	0.195	Rejected
Purchase Intention → Customer Loyalty	0.547	0.550	0.076	7.197	0.000	Accepted
Information Quality → Customer Loyalty (Mediated by PI)	0.086	0.089	0.065	1.323	0.186	Rejected
Information Quantity → Customer Loyalty (Mediated by PI)	0.159	0.161	0.058	2.741	0.006	Accepted
Information Credibility → Customer Loyalty (Mediated by PI)	0.201	0.203	0.067	2.985	0.003	Accepted
Happiness × Purchase Intention → Customer Loyalty (Moderation)	0.284	0.286	0.072	3.944	0.000	Accepted

Source: Processed by the author (2025)

The structural results show a coherent information–intention–loyalty mechanism with an affective amplifier effect. Information quality exerts the largest and most precise effect on purchase intention ($\beta = 0.372$, SE = 0.084, $t = 4.429$, $p < 0.001$), followed by information quantity ($\beta = 0.294$, SE = 0.079, $t = 3.722$, $p < 0.001$), indicating that clearer, richer cues and a higher volume of eWOM both elevate consumers' readiness to subscribe to the brand. Information credibility did not significantly increase intention when considered alone ($\beta = 0.118$, SE = 0.091, $t = 1.297$, $p = 0.195$), suggesting that trust signals, while desirable, are not sufficient by themselves to shift intention in this setting. Once intention is formed, its translation into behavior is strong: purchase intention is a robust predictor of customer loyalty ($\beta = 0.547$, SE = 0.076, $t = 7.197$, $p < 0.001$), underscoring intention as the main conduit through which upstream informational cues influence downstream outcomes. The indirect paths further clarify these dynamics of the study. Information quantity shows a significant mediated effect on loyalty through intention ($\beta = 0.159$, SE = 0.058, $t = 2.741$, $p = 0.006$), consistent with the idea that abundant signals generate social proof that converts into repeat patronage once a subscription is considered.

Interestingly, information credibility had a significant indirect effect on loyalty via intention ($\beta = 0.201$, SE = 0.067, $t = 2.985$, $p = 0.003$) despite its nonsignificant direct impact on intention, indicating that even modest credibility-induced shifts in intention are magnified by the strong intention→loyalty pathway. In contrast, the indirect effect of information quality on loyalty via intention is not supported at conventional levels ($\beta = 0.086$, SE = 0.065, $t = 1.323$, $p = 0.186$), implying that quality signals primarily act on intention without reliably cascading to loyalty beyond what is already captured by the intention coefficient. The moderating test provides an affective lens on conversion: happiness significantly strengthens the intention–loyalty link (interaction $\beta = 0.284$, SE = 0.072, $t = 3.944$, $p <$

0.001). Practically, this means that for customers with higher happiness, a given increase in purchase intention yields a larger increase in loyalty; improvements in service experiences that elevate happiness such as reliable speeds, responsive support, and frictionless billing–will make intention more likely to solidify into long-term commitment and advocacy.

4.2. Discussion

The structural results in Table 2 align with a large body of eWOM scholarship that positions informational cues as precursors to intention formation and subsequent behavioral outcomes (Erkan & Evans, 2018; Filieri, 2015; Yones & Muthaiyah, 2023). Information quality and information quantity both increase purchase intention among IndiHome subscribers in West Java. This pattern is consistent with persuasive information processing, where accurate, relevant, and sufficiently detailed messages reduce ambiguity and abundant signals provide social proof that strengthens evaluative certainty (Filieri, 2015; Ngarmwongnoi et al., 2020). In a market characterized by rich visual and video content on Instagram and YouTube, the quantity effect likely reflects repeated exposure and availability heuristics that make IndiHome more prominent at the moment of choice.

In contrast, information credibility does not directly increase intention, although it has a significant indirect effect on loyalty through intention. This seemingly paradoxical result has precedents in the eWOM literature, where credibility is necessary for message acceptance but may be insufficient to shift intention in the presence of strong quality and quantity cues or when credibility variance is compressed across platforms (C.-I. Ho et al., 2022; Ngarmwongnoi et al., 2020). In other words, in West Java's high-penetration social environment, many users may treat baseline credibility as given; thus, marginal differences in trustworthiness matter less for initial intention but still contribute to the downstream reinforcement of loyal behavior once a subscription path is activated.

The strong path from purchase intention to customer loyalty supports intention–behavior continuity in services and echoes research showing that intention is a proximal driver of continued use, advocacy and retention (Khan et al., 2021; Zeithaml et al., 1996). The significant moderation by happiness provides an affective explanation for the conversion efficacy. Positive affect broadens cognitive repertoires and increases the enactment of intended actions, which helps translate intention into repeat patronage when day-to-day service experiences are pleasant and hassle-free (Bagozzi et al., 1999; Forgas, 1995; Fredrickson, 2001). In our data, happier subscribers receive a larger loyalty boost for the same increase in intention, which is consistent with evidence that happiness shapes choice strength and preference realization (Mogilner et al., 2012; (Diener et al., 2018)

These findings extend prior eWOM research in two ways. First, by separating the three information dimensions and testing both mediated and moderated mechanisms within a single model, this study clarifies how informational signals move through intention to affect loyalty in a fixed-broadband context. Second, by demonstrating a significant happiness-by-intention interaction, this study integrates affective states into a predominantly cognitive framework, suggesting that experience design and micro-moments of delight can increase the yield of existing marketing communications. For managers in West Java, the results imply that improving message clarity and maintaining posting cadence should be paired with initiatives that elevate happiness, such as reliable speed, courteous and quick support, transparent billing, and small experiential rewards. Such measures help ensure that the intentions created by eWOM are more likely to crystallize into a sustained loyalty.

Several limitations point to future research. The cross-sectional design precludes strong causal claims; panel or experimental designs could more rigorously test the dynamics of intention and happiness over time. The nonsignificant direct effect of credibility invites research on platform-level moderation, such as verified badge exposure or third-party review prominence, which may reintroduce credibility variance at the intention stage. Finally, fine-grained geospatial data within West Java could reveal neighborhood-level heterogeneity in exposure and service quality that conditions the effects observed here

5. Conclusions

This study explains how electronic word-of-mouth shapes IndiHome subscribers' behavior in West Java, with Sukabumi as the largest stratum. Information quality and information quantity significantly increase purchase intention, whereas information credibility does not have a direct effect at the intention stage. Purchase intention is a strong driver of customer loyalty, and happiness strengthens the translation of this intention into loyal behavior. Mediation tests showed that quantity and credibility exerted significant indirect effects on loyalty through intention, whereas the indirect effect of quality was not supported. These findings indicate that clear and abundant cues build intention, intention converts to loyalty, and positive affect increases the yield of that conversion. The results contribute to eWOM theory by jointly testing informational mechanisms with an affective moderator in a fixed-broadband setting. For managers, improving message clarity, maintaining a steady cadence of posts and reviews, and investing in everyday experiences that elevate happiness can raise both intention and the likelihood that intention will become sustained loyalty. This study was limited by its cross-sectional design and reliance on self-reports. Future research can use longitudinal or experimental designs, incorporate platform-level credibility signals, and examine neighborhood service quality to capture the contextual heterogeneity within West Java.

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