

ABSTRACT

This study aims to analyze the influence of Product Quality, Perceived Value, and E-Service Quality on Electronic Word-of-Mouth (e-WOM), with Customer Satisfaction serving as a mediating variable among consumers of the local fashion brand 3Second on the Shopee platform. The Indonesian fashion industry has undergone a significant digital transformation, where 3Second ranks as the second most preferred local brand yet still faces challenges regarding negative online reviews. Employing a quantitative method with a purposive sampling technique, data were collected from 210 Indonesian respondents aged at least 17 years who had purchased 3Second products via Shopee. Data analysis was performed using Structural Equation Modeling (SEM) through AMOS 24 software. The results indicate that Product Quality, Perceived Value, and E-Service Quality have a positive and significant effect on Customer Satisfaction. Customer Satisfaction was also found to have a significant positive impact on e-WOM and acts as a mediating variable that channels the influence of the three independent variables into the formation of positive online reviews. The findings reveal that Perceived Value and Product Quality are the most dominant contributors to satisfaction compared to the technical service aspects of the platform. Managerially, 3Second's management is advised to maintain consistent product quality and price-to-value alignment to encourage organic promotion through positive e-WOM from customers.

Keyword: *Product Quality, Perceived Value, E-Service Quality, Customer Satisfaction, Electronic Word-of-Mouth (e-WOM), 3Second.*

