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Original Research Article

Create Customer Satisfaction through E-Wom Case Study in the Sallyscarf Hijab Gallery, Banjarbaru City, Indonesia

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Abstract: It is now seen that more and more women are wearing headscarves or hijabs is a standard view that attracts attention. The hijab trend continues to grow to become a variety of trendy hijab models; it can be seen that many outlets or outlets specifically sell hijab products along the way and are easy to find. The author's research objectives in conducting this research are as follows: 1) Analyzing the effect of brand image, Customer Trust on E-WOM. 2) Analyzing the influence of brand image and Customer Trust on Customer Satisfaction. 3) Analyzing the effect of E- WOM on Customer Satisfaction. 4) Analyzing the influence of brand image and Customer Trust on customer satisfaction through E-WOM at Sallyscarf Hijab Gallery. This research method was designed using explanatory research that explains the position and influence of the variables studied (Sugiyono, 2014). This study examines the effect of brand image and Customer Trust on Customer Satisfaction through Electronic-Word of Mouth. The number of samples is 80 people, using the probability sampling technique. The data analysis technique in quantitative research uses SPSS 19 statistics (Regression). The results of the study show that the high brand image and customer trust can create e-word of mouth customers in the sallyscarf hijab gallery; improved brand image and customer trust can create customer satisfaction in the sallyscarf hijab gallery, and the high value of Electronic-Word of Mouth can create customer satisfaction, the importance of The value of brand image and Customer Trust can create customer satisfaction if it is supported by Electronic Word of Mouth at the Sallyscarf Hijab Gallery, especially the product attribute factor. The Sallyscarf Hijab Gallery manager, to create e-word of mouth value, should pay more attention to brand image factors, mainly product attributes factors such as affordable prices for Sallyscarf hijab and product information using social networking sites.

Keywords: Brand Image, Customer Trust, E-Wom.

INTRODUCTION

Muslim fashion in Indonesia is increasing yearly, both formally and informally. Many women look fashionable with their respective styles. At this time, it seems that more and more women are wearing headscarves or hijabs is a standard view that attracts attention. The hijab trend continues to grow to become a variety of trendy hijab models; this can be seen in many outlets or outlet that specializes in selling hijab products along the way and are easy to find. Many outlets indicate that there is a lot of demand for hijab products, this can be a business opportunity, and for example, by opening a hijab shop or it can also be accompanied by selling Muslim clothing as a compliment. The hijab business, which is currently in demand, has become many outlets selling hijab and Muslim clothing; with many outlets, there is also a lot of competition.

The current trend of hijab-wearing Muslim fashion causes the clothing trade in Indonesia to develop well. The increasing demand for hijab with the latest models can be seen in growing demand. The growth of hijab communities and various hijab groups in schools, campuses, offices, recitations or social gatherings. One of the causative factors trend Hijab fashion is increasing because of information pressure that impacts the development of the hijab in Indonesia. Hijab is long overalls Muslim clothing that covers the head to the chest and is usually worn by Muslim women. In Islam, Muslim women are allowed to wear

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the hijab. Hijab is part of Islamic law and is a form of obedience to Allah SAW and His Messenger.

In today's era, many people have used Social Networking Web to make connections online (Chiu *et al*, 2013). As a virtual world community, the Social Networking Web allows consumers to talk to real-life friends and other people who share their experiences and interests in the virtual world; the rapid advancement of the Social Networking Web has dramatically changed how people develop bonds and interactions. Data, including changes in building ties between customers and industry (Hennig–Thurau *et al*, 2010). In addition, as a program to create attention-centred social and community connections, Social Networking Web is an influential advertising tool in the digital space.

Sallyscarf hijab gallery has trends fashionable and syar'i. This is evidenced by the decreasing demand for hijab every year. Transactions for decreasing the need for the Sallyscarf hijab can be seen in Table 1 as follows:

Table 1: Transaction data for Sallyscarf Hijab Request 2018-2020

MONTH	2018	2019	2020
January	20	100	45
February	22	112	47
March	25	111	47
April	27	96	56
May	24	113	55
June	28	120	53
July	35	115	60
August	40	114	60
September	40	135	65
October	44	115	55
November	44	130	62
December	41	120	75
Amount	390	1381	680

Source: Sallyscarf Gallery Sale and Purchase Transaction Data 2018-2020

Transaction data on the increase in demand for hijab, which increases and decreases every year, is why researchers are interested in testing research on brand image and customer trust, which influences customer satisfaction through electronic -Word of mouth. Customers who use these products according to their needs can strengthen the Brand Image (Brand Image), and customers have trust that will provide positive value and will stick in the minds of consumers of the product so that customers are satisfied to use it.

The phenomenon of recommending a user's favourite to friends and followers plays a vital role in shaping the behaviour and purchases of other users. This social networking trend, called word-of-mouth (WOM), strongly influences the buying behaviour and decision-making of potential customers. Word of Mouth refers to interpersonal communication regarding evaluating an attractive product or service (Anand, 2016).

In previous research, e-WOM (Electronics Word of Mouth) has been identified as a critical factor influencing online trust and sales (Chevalier *et al*, 2006). WOM regarding products or services can reduce buyers' uncertainty about the risks in purchasing and using them. This assurance can then influence the development of customer trust, which can help customers decide to buy. For this reason, previous research on Word of Mouth has found a Word of Mouth-based marketing approach to be very effective in promotional (Chevalier *et al*, 2006), far more than advertising or individual selling activities (Katz *et al*, 1965).

Based inequality on the research, the objectives to be achieved is as follows:
1) To describe the brand image, Customer Trust, E-WOM and Customer Satisfaction at the Sallyscarf Hijab Gallery.
2) We are analyzing the effect of brand image, Customer Trust on E-WOM customers at Sallyscarf Hijab Gallery.
3) We are analyzing the influence of brand image and Customer Trust on Customer Satisfaction at Sallyscarf Hijab Gallery.
4) We are analyzing the effect of E-WOM on Customer Satisfaction at the Sallyscarf Hijab Gallery.
5) We are analyzing the influence of brand image and Customer Trust on customer satisfaction through E-WOM at the Sallyscarf Hijab Gallery.
6) The results obtained from this study are expected to contribute, among others.
7) Theoretically: To expand and clarify information about the marketing strategy theory and consumer behaviour. Addrepertoire knowledge about brand image, customer trust, E-WOM and customer satisfaction. Practically speaking: companies that use the Sallyscarf Hijab Gallery as information to make the best decisions for management.

Conceptual Framework

According to Kotler (2004), customer satisfaction is the level at which the product's perceived performance will be in accordance with a customer's expectations. Customer satisfaction can be interpreted as a response given by the customer (customer) for fulfilling needs to obtain comfort (Barnes, 2001). With this understanding, assessing a form of privilege or advantage of an item or service can provide comfort related to meeting needs that align with expectations, including meeting requirements that can exceed customer expectations. This form is known as online WOM (oWOM) or electronic WOM (eWOM).

Barnes (2003:148) states that trust is the belief that a person will find what he wants in others, not what he fears. Trust involves a person's willingness to behave in a certain way because of the belief that his partner will provide the desired satisfaction and an expectation that a person generally has that the words, promises, or statements of others can be trusted. Consumer trust is all the knowledge that consumers possess and all conclusions about objects, attributes and benefits.

Brand Image Relationship, Customer trust towards E-WOM and Customer Satisfaction. The researchers show the relationship between Electronic Word of Mouth and brand image that comments or other consumer opinions on the internet affect consumer attitudes towards the brand image, such as positive comments about the brand, which can lead to attitudes to be more interested in the brand. In contrast, negative comments show a negative influence on the brand. Negative impact on the brand image (Lee *et al*, 2009). Research conducted by (Aaker *et al*, 2007) found that a brand with a positive image increases consumer loyalty, customer satisfaction and trust.

The development and popularity of social media tools have broadened the options for consumers to collect product data, providing them with multiple ways to offer advice on their consumption by participating in E-WOM (Yayli *et al*, 2012). Online information makes decision collection easier for customers by reducing not only cognitive burden but also simultaneously helping to improve marketing (Ye *et al.*, 2011). However, this impact on the collection of decisions is also related to the product type and consumer character. Research shows that it continues to be expected when customers collect data to sort information in buying products online (Adjei *et al*, 2009).

The mediating position of brand perception and the risk of exposure experienced is a finding (Torlak *et al*, 2014 & Charo *et al*, 2015), demonstrating an important positive relationship between E-WOM and brand perception and desire. Likewise, (Jalilvand *et al*, 2012) agree that E-WOM is one aspect that greatly influences brand views. Lines *et al*, (2013) say that product and brand views affect the bond between E-Wom and purchase intention in this modern era. The results of Setiawan's research (2014) prove that E-WOM has a direct and vital influence on the view of goals and indirectly on happiness and beliefs that are mediated by the idea of goals.

Client happiness is when the customer feels happy or disappointed with a product. Customers will say they are satisfied with something if they perceive a product nicely. That is, happiness will occur if the customer perceives that the product has three markers of a good brand view: the view of the creator, the idea of the product, and the consumer's opinion. (Kotler *et al*, 2001: 298) assume that customers are satisfied with the products purchased according to what they want and expect.

If the brand view has shared happiness, customers usually do positive and electronic word of mouth on many people who are related to the brand in their purchased products. Many industries are planning to share happiness with the brand view to increase the profit or profit of the industry. Therefore, a brand view of a product is critical because it determines the customer's actions or attitudes. As a result, a positive brand view will lead to client happiness.
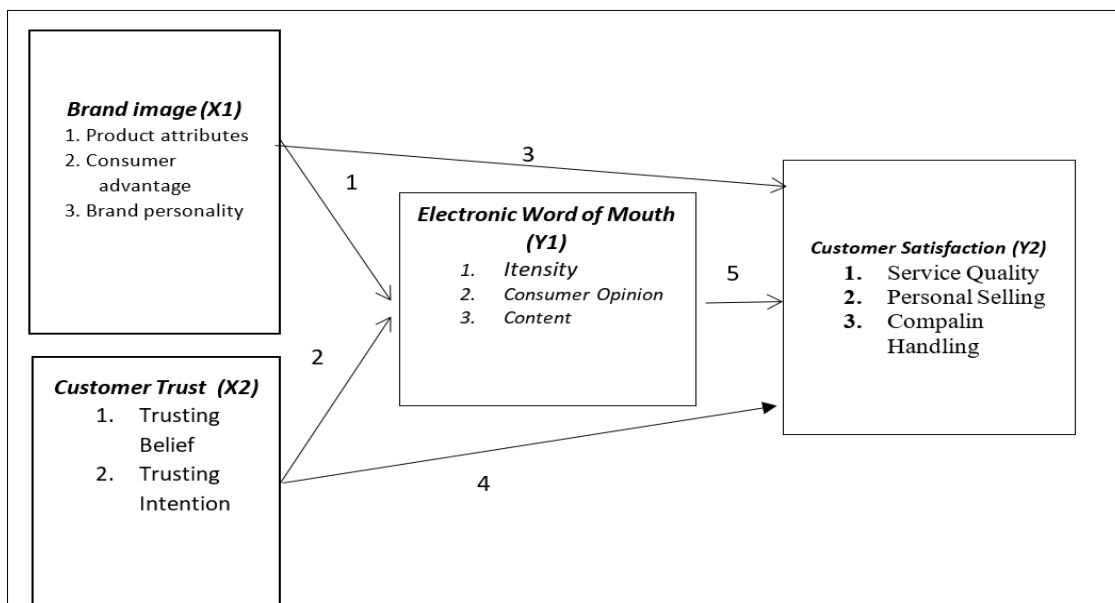

Figure 1: Conceptual Framework of Thought

Information

1. Jansen *et al,* (2009), Jalilvand (2012), and Torlak *et al,* (2014) state that brand image affects E-WoM
2. Sancez F *et al,* (2009), and Mukherjee *et al,* (2007) state that customer trust affects E-WoM.
3. Kotler *et al,* (2001) and Arfianti (2014) stated that brand image affects customer satisfaction.
4. Deng *et al,* (2010), and Diza *et al,* (2016) stated that customer trust affects customer satisfaction.
5. Kumar *et al,* (2013), and Liao *et al,* (2014) state that E-WoM affects Customer Satisfaction.

Hypothesis

Based on the problems above, the researcher proposes the following hypothesis:

H1: Brand Image and Customer Trust have a positive and significant effect on E-WoM

H2: Brand Image and Customer Trust have a positive and significant impact on Customer Satisfaction

H3: E-WOM has a positive and significant effect on Customer Satisfaction

H4: Brand image and Customer Trust have a positive and significant impact on Customer Satisfaction through E-WoM

RESEARCH METHODS

Research Design

This study was designed using explanatory research that explains the position and influence of the variables studied (Sugiyono, 2014). This study examines the effect of brand image (X1) and Customer Trust (X2) on Customer Satisfaction (Y2) through Electronic-Word of Mouth (Y1).

The Scope of Research

The scope of this research is in the field of marketing management, which focuses on the variables of brand image, customer trust, customer satisfaction and E-WoM. This research was conducted to measure the effect of Brand Image and Customer Trust on Customer Satisfaction through E-WoM at the Hijab Sallyscarf Gallery, Banjarbaru City.

Research Sites

A research location is a place or area where the research is carried out. The study conducted by the author took place at the Sallyscarf Hijab Gallery on Jalan Karang Anyar No 46 North Banjarbaru, Banjarbaru.

Population and Sampling Techniques

The target population used in this study is the Sallyscarf Hijab Gallery Customer, Banjarbaru City, which amounts to 410 peoples/month. Customers in this study are individuals who have made purchases, shopped or used the products offered by the Sallyscarf Hijab Gallery, Banjarbaru City. The total population in this study was 410 people from the Sallyscarf Hijab Gallery customer, so the number of sample calculations is as follows:

$$n = \frac{410}{1 + 410(0.1)^2}$$

$$n = \frac{410}{5.1} = 80,392$$

$$\approx 80$$

The number of samples is 80 people, using the probability sampling technique because the model is homogeneous without looking at the existing strata in the population. Eighty research samples will be used or become a unit analysis.

Data Analysis Techniques

The data analysis technique in quantitative research uses SPSS 19 statistics (Regression). Two kinds of statistics are used for data analysis in research, namely descriptive and inferential (Sugiyono 2014:147).
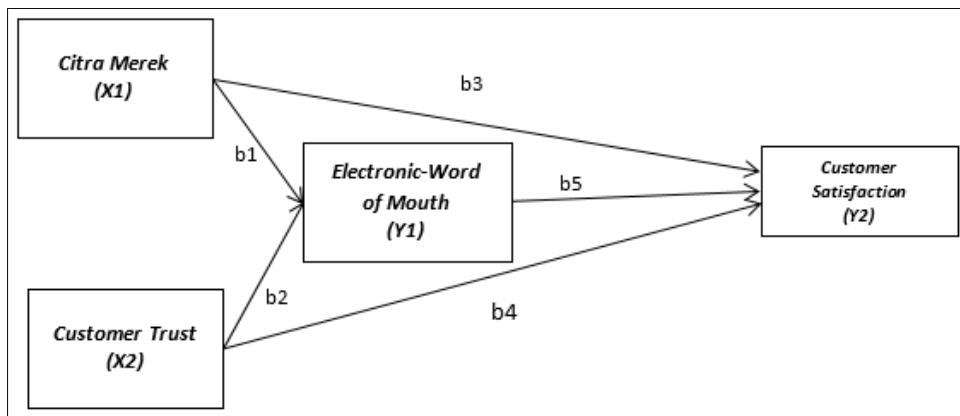

Figure 2: Data Analysis

Multiple Linear Regression Equation Model I: $Y1 = b1X1 + b2X2 + el$

Multiple Linear Regression Equation Model II: $Y2 = b3Y1 + b4X2 + b5Y1 + e2$

RESEARCH RESULTS & DISCUSSION
Respondent Profile Description

Table 2: Social demographic characteristics of respondents (n=185)

Demographics	Frequency
Age	
< 20 years	34
>20 years	46
Gender	
Man	14
Woman	66
Marital status	

Demographics	Frequency
Marry	45
Not married yet	35
Education	
JUNIOR HIGH SCHOOL	18
SENIOR HIGH SCHOOL	22
Bachelor	40

a. Respondent Age, The number of respondents in this study showed that under the age of 20 years amounted to 34 people and over 20 years amounted to 46 people.
b. Gender, The number of respondents in this study showed that the male sex was 14 people, and the female sex was 66 people.
c. Marital status, The number of respondents in this study showed that the marital status was married as many as 45 people, and the respondents were not married as many as 35.
d. Education, The number of respondents in this study showed that junior high school education was 18 people; high school education was 22 people, and bachelor degrees 40 people.

The validity test aims to measure the accuracy and accuracy of the research instrument.

Table 3: Recapitulation of Variable Validity Test Results

Variable	Item	Correlation coefficient	r table	Sig	Results
Brand Image (X1)	1	0.862	0.286	0.000	Valid
	2	0.894	0.286	0.000	Valid
	3	0.816	0.286	0.000	Valid
Customer Trust (X2)	4	0.731	0.286	0.000	Valid
	5	0.703	0.286	0.000	Valid
	6	0.727	0.286	0.000	Valid
	7	0.755	0.286	0.000	Valid
Electronic Word of Mouth (Y1)	8	0.745	0.286	0.000	Valid
	9	0.866	0.286	0.000	Valid
	10	0.804	0.286	0.000	Valid
Customer Satisfaction (Y2)	11	0.708	0.286	0.000	Valid
	12	0.789	0.286	0.000	Valid
	13	0771	0.286	0.000	Valid

Source: Primary data processed, 2022

The reliability test is a test of the questionnaire about the ability to produce reliable data or not, as evidenced by the consistency of filling out the questionnaire among the respondents. The reliability test used the Cronbach's Alpha (CA) reliability coefficient method.

Table 4: Recapitulation of Reliability Test Results

Variable	Reliability Coefficient	r	Results
Customer Satisfaction (Y2)	0.627	0.286	Reliable
Electronic Word of Mouth (Y1)	0.730	0.286	Reliable
Brand Image (X1)	0.819	0.286	Reliable
Customer Trust (X2)	0.703	0.286	Reliable

Source: primary data processed 2022

Based on the results of the reliability test table above, all variables have a reliability coefficient value more significant than the r table, so it can be concluded that all instruments are feasible to use. The multi-collinearity test in this study is as follows:

Table 5: Multi-collinearity Test Results

No	Variable	VIF	Toleranc
		Model 1	Model 2
1	Brand Image	1.087	.197
2	Customer Trust	1,688	.593
3	Electronic Word of Mouth	1.423	.184

Source: Appendix processed, 2022

The multi-collinearity test compares tolerance with the variance inflation factor (VIF) value. If the tolerance value is > (0.05) or the VIF value is < 5, then there is no multi-collinearity. Based on the table above, it can be concluded that both the Brand Image and Electronic Word of Mouth variables are free of multi-collinearity, tolerance value > (0.05) and VIF value < 5.

The autocorrelation test aims to test the linear regression model. There is a correlation between the residuals in period t and the residual period t-1 (previous). The autocorrelation test used the Durbin Watson (DW) method. The results of the interpretation of the autocorrelation test in the study are as follows:

Table 6: Autocorrelation Test Results

No	Sub Structure	Du	Durbin Watson-DW	4-du	Note:
1	Model 1	1,293	2.881	2,907	There is no autocorrelation
2	Model 2	1.48	1.496	2.25	There is no autocorrelation

Source: Appendix processed, 2022

Based on table 12 above, it is known that the Durbin Watson (DW) value in both sub-models 1 and 2 is more significant than Du and more petite than (4-Du), so it can be concluded that there is no autocorrelation in the regression model.

Structural Equation Regression Model Test

Testing the model's validity in path analysis by looking at the coefficient of determination R2 to determine whether or not the analysis is valid. The calculation of the R2 model in this study is as follows:

Table 7: Determination of R2 Model 1

Information	Results
Dependent variable	= Y1.
R	= 0.903
R square (R2)	= 0.816
Adjusted R Square	= 0.811
F	= 170,286
Probability	= 0.000

Table 8: Determination of R2 Model 2

Information	Results
Dependent variable	= Y2
R	= 0.815
R square (R2)	= 0.664
Adjusted R Square	= 0.651
F	= 50.101
Probability	= 0.000

The table above means that the model in this study is accepted as a tested analytical tool and can be used to test research hypotheses.

Brand Image and Customer Trust significantly affect Electronic Word of Mouth.

Testing the influence of Brand Image on the Electronic Word of Mouth directly using a simple linear regression method with SPSS output is shown in the following table.

Table 9: Model 1 Brand Image and Customer Trust have a significant effect on E-WOM

Variable	Regression Coefficient	t value	Sig Value
Brand Image	0.85	13.15	0.000
Customer Trust	0.14	2.43	0.017
Dependent variable	= Electronic Word of Mouth**(Y1)**		
R	= 0.903		
R square (R2)	= 0.816		
Adjusted R Square	= 0.811		
F	= 170,286		
Probability	= 0.000		

Source: Appendix processed, 2022

The influence of Brand Image on Electronic Word of Mouth is significant at the level of 5% with a p-value of 0.000. The regression coefficient value is 0.85, meaning that Brand Image significantly affects Electronic Word of Mouth. The summary model shows the magnitude of the determination coefficient, where the R2 value is 0.816 or 81.6%. This indicates that the influence of Brand Image on Electronic Word of Mouth is 81.6%, while other variables influence 18.4% of Electronic Word of Mouth.

Brand Image, Customer Trust, and Electronic Word of Mouth affect Customer Satisfaction.

Testing the influence of Brand Image on Electronic Word of Mouth directly using a simple linear regression method with SPSS output is shown in the following table.

Table 10: Models 2; Brand Image, Customer Trust, and E-WOM affect Customer Satisfaction

Variable	Regression Coefficient	t value	Sig Value
Brand Image	0.22	1.42	0.159
Customer Trust	0.25	3.2	0.002
Electronic Word of Mouth	0.39	2.6	0.010
Dependent variable	=*Customer Satisfaction*		
R	= 0.815		
R square (R2)	= 0.664		
Adjusted R Square	= 0.651		
F	= 50.101		
Probability	= 0.000		

Source: Appendix processed, 2022

The influence of Brand Image on Electronic Word of Mouth is significant at the level of 5% with a p-value of 0.000. The regression coefficient value is 0.22, meaning that Brand Image substantially affects Customer Trust. The summary model shows the magnitude of the determination coefficient, where the R2 value is 0.664. This indicates that the influence of Brand Image, Electronic Word of Mouth and Customer Trust affects Customer Satisfaction, namely 66.4%, while other variables influence 33.6% of Customer Trust.

Brand Image significantly affects Customer Trust through Electronic Word of Mouth.

Hypothesis testing is done by path analysis using linear regression and then filtering based on statistical tests. This statistical test uses the standardized

coefficient beta coefficient. If the value of b is significant, then the path coefficient is substantial. The results of the role of Electronic Word of Mouth between Brand Image and Customer Trust are shown in the following table.

Table 11: Recapitulation of Path Analysis Results

Variable	Direct influence	value	Indirect Influence	Total Influence
Brand Image X Customer Satisfaction	0.22	0.159	-	-
Customer Trust AND Customer Satisfaction	0.25	0.002		
*Electronic Word of Mouth*X Customer Satisfaction	0.39	0.010		
Brand Image X Electronic Word of Mouth X Customer Satisfaction	-	-	0.22 x 0.39 =0.085	0.93
Customer Trust X Electronic Word of Mouth X Customer Satisfaction	-	-	0.25 x 0.39 =0.097	0.23

Source: Appendix processed, 2022

Based on table 11, the direct effect of Brand Image and Customer Trust on Customer Satisfaction has a smaller value than the indirect effect, namely the Effect of Brand Image and Customer Trust on Customer Satisfaction through Electronic Word of Mouth; it is interpreted that the Effect of Brand Image and Customer Trust on Customer Satisfaction through Electronic Word of Mouth is significant.

Hypothesis Test
  a. **Hypothesis Test 1:** The effect of Brand Image and Customer Trust on Electronic Word of Mouth at Sallyscarf Hijab Gallery is statistically tested and accepted.
  b. **Hypothesis Test 2:** The influence of brand image and customer trust affects customer satisfaction at the Sallyscarf Hijab Gallery, which is statistically tested and accepted.
  c. **Hypothesis Test 3:** The Effect of Electronic Word of Mouth on customer satisfaction at the Sallyscarf Hijab Gallery is statistically tested and accepted.
  d. **Hypothesis Test 4:** Electronic Word of Mouth can mediate between Brand Image and Customer Trust towards customer satisfaction at the Sallyscarf Hijab Gallery.

CONCLUSION
High brand image and customer trust can create e-word of mouth for customers in the Sallyscarf hijab gallery, especially the product factor *attributes* such as affordable prices hijab sally scarf then it can increase customers to access sallyscarf hijab gallery social media in Banjarbaru City, increase customers to review the sallyscarf hijab gallery online store, and can increase customers always to comment positive lyto this Sallyscarf Hijab Gallery product is by the results of research, which states that brand image affects E-WoM. Product *attributes* such as the affordable price of buying Sallyscarf hijab can increase customers to recommend Sallyscarf Hijab Gallery products using networking

sites social them, can improve the Sallyscarf Hijab Gallery to provide product information using social networking sites sial, can improve the Sallyscarf Hijab Gallery in providing quality information on product results by using networking sites social and, can improve the provision of price information using networking sites social ads in Sallyscarf Hijab Gallery.

Improved brand image and customer trust can create customer satisfaction at the Sallyscarf Hijab Gallery, especially Trusting belief factors such as the Sallyscarf Hijab Gallery having good corporate governance, so they can provide good service to the Sallyscarf Hijab Gallery customers in Banjarbaru City, trusting beliefs such as the Sallyscarf Hijab Gallery have With good corporate governance, the Sallyscarf Hijab Gallery provides prices according to the quality of products in the City of Banjarbaru and trusting beliefs such as the Sallyscarf Hijab Gallery has sound corporate governance, the Sallyscarf Hijab Gallery can provide affordable prices in Banjarbaru City, this is by the results of the study.

The high value of Electronic-Word of Mouth can create Customer Satisfaction at the Sallyscarf Hijab Gallery, especially the intensity factor in electronic-word of mouth so that it can provide good service to customers of the Sallyscarf Hijab Gallery in Banjarbaru City; Sallyscarf Hijab Gallery can provide prices according to the city's product quality. Banjarbaru and Sallyscarf Hijab Gallery can provide affordable prices in Banjarbaru City. The importance of intensity in electronic word of mouth is to provide good service to Sallyscarf Hijab Gallery customers in Banjarbaru City. Sallyscarf Hijab Gallery can provide prices according to the quality of Banjarbaru City products, and Sallyscarf Hijab Gallery can offer affordable prices in Banjarbaru City.

The importance of brand image value and Customer Trust can create customer satisfaction if it is

supported by Electronic Word of Mouth at the Sallyscarf Hijab Gallery, especially product attribute factors such as affordable prices at Sallyscarf Hijab. Electronic Word of Mouth, with a reasonable price product attribute, Hijab Sallyscarf, the Hijab Sallyscarf Gallery provides prices that are more in line with the quality of Banjarbaru City products is supported by Electronic Word of Mouth, as well as product attributes at affordable prices, Hijab Sallyscarf, Hijab Gallery Sallyscarf can provide prices reasonable in the city of Banjarbaru, With the existence of the electronic word of mouth, it will increase if it is through the intensity of customers in accessing social media at the Sallyscarf Hijab Gallery in Banjarbaru City.

High brand image and customer trust can create e-word of mouth customers in the hijab gallery sallyscarf, especially product attribute factors such as affordable prices for the sallyscarf hijab, it can increase customers to access social media of the sallyscarf hijab gallery in Banjarbaru City, increase customers to review the Sallyscarf hijab gallery online store. It can increase customers to always comment positively on Sallyscarf Hijab Gallery products. Product attributes such as affordable prices for buying Sallyscarf hijab can increase customers to recommend Sallyscarf Hijab Gallery products using their social networking sites, can increase Sallyscarf Hijab Gallery to provide product information using social networking sites, can increase Sallyscarf Hijab Gallery in providing quality information on product results.

Improving brand image and customer trust can create customer satisfaction in the hijab gallery sallyscarf, especially the Trusting belief factor such as the Sallyscarf Hijab Gallery has good corporate governance so that it can provide good service to the customers of the Sallyscarf Hijab Gallery in Banjarbaru City, trusting belief such as the Sallyscarf Hijab Gallery has sound corporate governance, the Sallyscarf Hijab Gallery provides prices according to Banjarbaru City product quality and depending opinion such as Sallyscarf Hijab Gallery has sound corporate governance, Sallyscarf Hijab Gallery can offer affordable prices in Banjarbaru City.

The high value of Electronic-Word of Mouth can create Customer Satisfaction in the Hijab Gallery Sallyscarf, especially the intensity factor in electronic word of mouth, can provide good service to Sallyscarf Hijab Gallery customers in Banjarbaru City; Sallyscarf Hijab Gallery can provide prices according to the quality of Banjarbaru City products, and Sallyscarf Hijab Gallery can provide affordable prices in Banjarbaru City.

The importance of the value of brand image and Customer Trust can create customer satisfaction if it is supported by Electronic Word of Mouth in the Hijab Gallery Sallyscarf, especially product

attribute factors, such as affordable prices at Hijab Sallyscarf, will be able to provide good service to customers of the Sallyscarf Hijab Gallery in Banjarbaru City, if supported by Electronic Word of Mouth, with an affordable price product attribute. By the quality of Banjarbaru City products, if supported by Electronic Word of Mouth, as well as product attributes at affordable prices, Hijab Sallyscarf, Sallyscarf Hijab Gallery can provide reasonable prices in Banjarbaru City, with electronic word of mouth, it will increase if through customer intensity in access the Sallyscarf Hijab Gallery social media in Banjarbaru City. Suggestions for Sallyscarf Hijab Gallery managers to create e-word of mouth value, it is better to pay more attention to brand image factors, mainly product attributes factors such as affordable prices for Sallyscarf hijab and product information using social networking sites.

In Fashion Management, in creating the value of e-word of mouth, it is better to pay more attention to the factors customer trust, especially the factor, especially the reliability factor, about the customer trusting the Hijab Gallery Sallyscarf has good corporate governance to be able to provide good service to Sallyscarf Hijab Gallery customers in the City Banjarbaru, reliability such as Sallyscarf Hijab Gallery has sound corporate governance, Sallyscarf Hijab Gallery provides prices according to the quality of Banjarbaru City products, and reliability such as Sallyscarf Hijab Gallery has good corporate governance.

The manager of the Sallyscarf Hijab Gallery, to create Customer Satisfaction, must pay attention to the brand image value factor, especially the product attribute factors such as affordable prices at the Hijab Sally Scarf so that they are better able to provide good service to the customers of the Sallyscarf Hijab Gallery in Banjarbaru City if supported by Electronic Word of Mouth. It is adding the value of innovation that has its hijab characteristics. Even though it is the result of a modification, the peculiarities that arise will give rise to the uniqueness of the hijab itself, even though it begins with adoption.

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