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The influence of digital customer experience and electronic word of mouth on brand image and supply chain sustainable performance

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Abstract

Digitalization plays a crucial role on current competitive market and it is associated with the utilization of digital technologies to change business model and to deliver new value-producing opportunities to the current business environment in an aim to move towards a digital business. Therefore, to address new business model, the purpose of this study is to explore the effect of digital customer experience and electronic word of mouth on sustainable performance of supply chain through brand image and supply chain image. In this study, data is collected from employees of Indonesian ICT companies. Clusters were formulated, and respondents were selected randomly. Three hundred and fifteen (315) responses were analysed with the help of structural equation modelling. The results indicate that digital customer experience and electronic word of mouth played positive role on promoting brand image. Brand image had positive role to promote supply chain image which influences positively on sustainable supply chain performance. Therefore, this study is important for Information Communication and Technology (ICT) industry to implement various e-commerce practices to promote digital customer experience and electronic word of mouth. © 2019 by the authors.

Author keywords

Brand image; Digitalization; E-commerce; Supply chain; Sustainable performance

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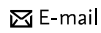
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