

ABSTRACT

In this digital era, electronic word of mouth (ewom) is one of the important marketing strategies to increase consumer buying interest. This drastic change certainly encourages modern humans to have a new routine by using the internet. As internet users grow to 5.2 billion people (as of January 2023), of course, the growth of e-commerce platform users will increase. With the internet, it certainly widens opportunities for consumers in choosing a product with their own preferences, but preferences can certainly be caused by various aspects, a very important aspect for now in attracting customers is ewom. The form of expression disclosure of a good or service has changed to electronic thanks to the internet. Therefore, it is not surprising that consumer preferences can shift or change because of the ewom itself.

This study aims to analyze the influence of ewom on consumer purchase intention in Erigo products on Shopee. To understand the effect of e-wom, this study used an adoption model from previous research. The findings in this study are expected to help Erigo in improving their marketing strategy and help MSMEs in the fashion industry to grow their business with e-WOM and Shopee.

The data obtained amounted to 401 respondents by filling out a Google Form questionnaire with several criteria, such as Indonesian people who are male and female and buyers of Erigo products on the shopee marketplace. To process the data, this study uses quantitative descriptive methods with data collection techniques using questionnaires with likert scales and processed using SMART-PLS.

It was found that the information adoption had a positive and significant effect on purchase intention. The model is able to predict the purchase intention of Erigo by 70.3%. Specific indirect effects on purchase intent are also found in structural models.

Since the focus of this study is limited to the fashion business sector and the majority of respondents are male, the findings cannot be considered representative in general for other business sectors or various genders. Future research suggests introducing additional factors that could strengthen the model's ability to predict information adoption. Future research could also extend the application of the current model to other business sectors or different e-commerce platforms.

Keywords :Information Adoption model, Purchase Intention, Electronic Word-Of-Mouth, Shopee