

ABSTRACT

Rapid growth of World Wide Web (WWW) on the internet since 1990s is used for many concerns nowadays, such as social media usage that is very fast, like Facebook, Twitter, user groups, messenger and others, including e-commerce. Considering the increasing number of people doing e-commerce transaction, it is important for knowing what are the things that can encourage people to do online shopping, considering on purchase decision, currently consumer become the one who search the information about product and service which will be bought through the internet, likely to increase.

The result from some studies show that one third of the consumer use online recommendation (e-WOM adoption) actively. Consumer which use conventional advertising for search information to purchase decision, tend to switch using online recommendation. The information exchange between the consumer through the internet called as e-WOM. E-WOM recommendation has characteristic as positive recommendation, neutral, or negative which published by the consumer or user in the internet.

Authors do the research about e-WOM adoption in Indonesia, especially to look for the impact of e-WOM credibility toward e-WOM adoption on online shopping process. The collecting data method that used is distributing questionnaires through email or social media (Facebook, Twitter, Google Plus and etc.). First order Confirmatory Factor Analysis (CFA) used for validity and reliability tests and Structural Equation Model (SEM) used for data analysis using AMOS software.

The result from this research showed that e-WOM adoption is affected by e-WOM credibility, and E-WOM credibility is affected by web reputation, source credibility, e-WOM quantity and e-WOM quantity

Keywords: e-wom; e-wom adoption; e-wom credibility; marketing communication; e-commerce.