

## ABSTRACT

*Electronic word of mouth is defined as any positive or negative statements made by potential, actual, or former customers about a product or service, which is made available to a multitude of people and institutions via the internet. eWOM has become very popular in recent years due to the increasing number of contributors and the proliferation of mobile platforms for applications on social media. In online travel agents, it is currently known that tourists obtain information from online review websites rather than hotel websites to decide their hotel choices, therefore eWOM significantly influences consumers purchasing decisions.*

*This research contributes to IAM and the extended model will be tested in eWOM research on five online travel agents (Traveloka, Tiket.com, Agoda, Pegipegi, Airbnb). This study aims to examine the effect of argument quality, source credibility, information quantity, and emotional word understanding on the perceived usefulness of eWOM, to analyze the effect of perceived usefulness on information adoption and to investigate the effect of information adoption on young consumers purchase intentions.*

*The type of research used in this study is descriptive analysis with quantitative approach with CB-SEM data analysis techniques using the Amos24 program with a minimum sample of 385 respondents.*

*The results show that argument quality, source credibility, information quantity and emotive word comprehension have positive effect on the perceived usefulness of eWOM. Perceived usefulness has positive influence on the information adoption of eWOM, which in turn predicts the young consumers' purchase intentions.*

*Based on the research results can be implemented as follows. First, online travel agents need to pay attention to the quality of the arguments in the information submitted because they can increase the perceived usefulness by embedding reviews that are current, accurate and relevant. In addition, companies of online travel agent need to provide features for sharing videos or photos so that they can reflect that the reviews given are in accordance with real experiences. Second, on source credibility, online travel agent companies must be able to make potential consumers believe that the sources who provide information about their experiences are people who actually use these products and services. Third, the quantity of information for young consumers is important because for them the more good reviews on a product or service indicate a lot of interest in the product. Fourth, positive reviews will tend to make young consumers interested in making purchases so that online travel agents need to monitor the reviews given by users. If the reviews given are not true, then the online travel agent needs to provide clarity and maintain good quality. If the negative review relates to a third party, the online travel agent can provide a feature so they can confirm the information.*

*Future researchers are expected to use a more even distribution of samples because purchases are certainly influenced by employment, income and several other factors so that these variables can be taken into account in other studies. In addition, further researchers can develop the IAM model that has been used in this study.*

**Keywords** : *eWOM, online travel agents, young generation consumers, IAM, argument quality, source credibility, information quantity, emotive word comprehension, purchase intention*