

ABSTRACT

Electronic Word of Mouth (eWOM) plays a crucial role in shaping consumer purchasing decisions, especially among Generation Z, who are highly active on social media. This study aims to analyze the influence of convenience motivation, social motivation, and risk reduction motivation on the intention to consult eWOM and its impact on eWOM information adoption. Additionally, this research examines whether gender serves as a moderating variable in the relationship between motivation, intention, and eWOM information adoption.

This study employs a quantitative approach using a survey method, involving Generation Z respondents in Bandung. Data were collected through an online questionnaire and analyzed using Structural Equation Modeling - Partial Least Squares (SEM-PLS). The key variables examined include convenience motivation, social motivation, risk reduction motivation, intention to consult eWOM, and eWOM information adoption.

The findings indicate that convenience motivation, social motivation, and risk reduction motivation significantly influence Generation Z's intention to use eWOM. Furthermore, the intention to consult eWOM positively affects eWOM information adoption in purchasing decisions. However, moderation analysis results show that gender does not moderate the relationship between motivation, intention, and eWOM information adoption, meaning that these influences do not differ significantly between males and females.

These findings provide practical implications for businesses, particularly in the bakery industry, in developing more effective eWOM-based marketing strategies. By understanding the primary motivations of Generation Z in using eWOM, businesses can optimize their digital communication strategies without the need for gender-based differentiation.

Thus, this study confirms that eWOM is a key factor in shaping Generation Z's consumption decisions, but its influence is not affected by gender differences. Therefore, marketing strategies can be focused on the primary motivational factors driving eWOM usage without considering gender segmentation.

Keywords: *eWOM, Generation Z, motivation, intention, gender, information adoption.*