

ABSTRACT

This study aims to analyze the influence of Electronic Word of Mouth (e-WOM) on social media on consumer Purchase Intention for iPhone products. In the digital era, the flow of information spread on social media plays a significant role in shaping perceptions and influencing consumer Purchase Intention. The research method used is quantitative by distributing questionnaires to 250 iPhone users who are also active users of social media in Indonesia. The independent variables include Information Quality, Information Quality, and Information Credibility, while the dependent variables consist of Information Usefulness, Information Adoption, and Purchase Intention. Data analysis was conducted using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. The results show that all dimensions of e-WOM have a positive and significant effect on consumer Purchase Intention. Practically, this study emphasizes the importance of optimizing e-WOM strategies by ensuring that information conveyed on social media is relevant, convincing, and easy to understand in order to increase Information Adoption and encourage Purchase Intention. Theoretically, this finding strengthens the model of the relationship between e-WOM and Information Usefulness, Information Adoption, and Purchase Intention, while opening up opportunities for developing a more comprehensive model in future research.

Keywords: e-WOM, social media, Purchase Intention, iPhone