

The Influence of Electronic Word Of Mouth on Gen Z's Purchase Intention on Shopee Social Commerce Platform

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Abstract

This study aims to analyze the effect of electronic word of mouth on gen Z purchase intention on social commerce platform Shopee. The approach used in this study is a quantitative approach. Data collection techniques by distributing online questionnaires to 200 respondents using Google Form. The sampling technique uses a non-probability sampling technique using the purposive sampling method and then processed using structural equation modeling SEM (Structural Equation Modeling) using the PLS program. 1) Perceived informativeness, perceived persuasiveness, source expertise, source trustworthiness have a positive and significant effect on E-WOM Usefulness. 2) Perceived persuasiveness, source expertise, source trustworthiness have a positive and significant effect on E-WOM Credibility. 3) This study also found that E-WOM Usefulness and E-WOM Credibility have a positive and significant effect on Purchase Intention. This study identifies key factors that influence the effectiveness of electronic word of mouth (E-WOM) and purchase intention of generation Z on social commerce platforms. The findings confirm that perceived informativeness, perceived persuasiveness, source expertise, and source trustworthiness significantly influence the usefulness and credibility of E-WOM. In addition, the usefulness and credibility of E-WOM are proven to have a positive and significant influence on purchase intention of generation Z, providing new insights into digital marketing strategies.

Keywords: E-WOM Credibility, E-WOM Usefulness, perceived informativeness, perceived persuasiveness, purchase intention, source expertise, source trustworthiness.

42

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INTRODUCTION

Rapid technological developments have significantly impacted various fields, including trade. One of the technological advances that has had a major impact on Indonesian society is the Internet. Indonesia started using the Internet in 1998 with 500 thousand subscribers, according to a survey by the Indonesian Internet Service Providers Association (APJII). Rapid technological developments have significantly impacted various fields, including trade. The Internet is one of the technical innovations that has significantly changed Indonesian society. In 1998, 500 thousand people in Indonesia started using the Internet, according to a survey by the Indonesian Internet Service Providers Association (APJII). Rapid technological developments have significantly impacted various fields, including trade. One of the technological advances that has had a major impact on Indonesian society is the Internet. Based on a survey by the Indonesian Internet Service Providers Association (APJII), internet use in Indonesia began in 1998 with 500 thousand users in 2023, which is around 215,626,156 users from a total population of 275,773,901 people (Yati, 2023). Due to the widespread usage of the Internet, Indonesia has seen an increase in retail trade transactions, leading to the development of electronic-based commerce, or e-commerce. E-commerce is the electronic marketplace where businesses and consumers use computers as middlemen (Laudon & Laudon, 2009). Online shopping is a new way that makes it easier for consumers because it allows transactions to be carried out anytime and anywhere as long as there is an internet connection (Sari, 2012).

The journey of e-commerce in Indonesia began in 1999 with the presence of platforms such as KASKUS and Bhinneka.com, which were then followed by various startups such as TokoBagus, Bukalapak, Shopee, and Tokopedia between 2005 and 2015 (Mustajibah & Trilaksana, 2021). The shift from traditional offline purchasing and selling models to online ones was brought about by technological advancements enabling economic activity. The telecommunications sector's expansion, the simplicity of payment methods, and the expansion of internet access all contribute to the rise of e-commerce (Bahmani-Oskooee et al., 2009). Among the leading online marketplaces in Indonesia, Shopee recorded significant visitor growth, surpassing its main competitors, such as Tokopedia, Lazada, Blibli, and Bukalapak (Ahdiat, 2023).

Despite the increase in online marketing, offline sales often fluctuate due to ineffective marketing efforts (Wiranata et al., 2023). Social media greatly influences consumer purchasing decisions. The results of an initial survey of 10 consumers who shop offline showed that product posts on Instagram and Shopee greatly influenced their



purchasing decisions. Consumers tend to review product details and customer reviews before deciding to buy, indicating the importance of electronic word of mouth (E-WOM) in purchasing.

E-WOM, defined as positive or negative statements made by potential, actual, or former consumers about a product or company, has become an important source of information on the Internet (Hennig-Thurau et al., 2004). Social media platforms allow users to share opinions and experiences about products, influencing other consumers' purchase intentions (Wang et al., 2012). Ling et al. (2011) described purchase intention as a customer's willingness to make a transaction, driven by their perception of the quality of product information (Lin & Lu, 2010). Persuasive messages and credible sources significantly shape consumers' attitudes and perceptions of product value (Bhattacharjee & Sanford, 2006; Wathen & Burkell, 2002a).

This study aims to fill the gap in previous research by exploring the influence of E-WOM on consumer purchase intention in the online marketplace Shopee. Its goal is to examine the effects of source expertise, perceived Persuasiveness, perceived informativeness, and source trustworthiness on the utility and legitimacy of E-WOM and how these factors affect consumer purchase intention. By focusing on different demographics and considering the impact of negative online reviews, this study provides new insights into the dynamics of online shopping behaviour.

Objectives

This article intends

1. To test and analyze the effect of perceived informativeness on E-WOM usefulness.
2. To test and analyze the effect of perceived persuasiveness on E-WOM usefulness.
3. To test and analyze the effect of source expertise on E-WOM usefulness.
4. To test and analyze the effect of perceived persuasiveness on E-WOM credibility.
5. To test and analyze the effect of source expertise on E-WOM credibility.
6. To test and analyze the effect of source trustworthiness on E-WOM usefulness.
7. To test and analyze the effect of source trustworthiness on E-WOM credibility.
8. To test and analyze the effect of E-WOM usefulness on Customer Purchase Interest in the Shopee Online Shop.
9. To test and analyze the effect of E-WOM credibility on Customer Purchase Interest in the Shopee Online Shop.



THEORETICAL BASIS

Electronic Word of Mouth

E-WOM is the development of traditional WOM into cyberspace communication. According to Zhang et al. (2014), E-WOM is traditional human-to-human communication extended to cyberspace. E-WOM occurs on social media, blogs, and discussion forums, where consumers exchange information about products they have tried. E-WOM is considered more independent and trustworthy because it is not associated with a particular company. It becomes an influential marketing tool, where consumers seek information from other users to feel comfortable before purchasing a product (Bickart & Schindler, 2001). Social media allows for more trustworthy E-WOM communication because it reduces anonymity and connects users with their networks (Chu & Kim, 2011).

Purchase Intention

Purchase intention is a consumer's tendency to buy a product in the future. According to Lin & Lu (2010), purchase intention is a consumer's subjective inclination towards a particular product. Engel, Kollat, and Blackwell define purchase intention as an evaluation process in consumer decision-making. Kotler (1994) asserts that outside variables influence buying intentions by influencing buying decisions based on individual traits and cognitive processes. Purchase intention is used as an indicator of future consumer behaviour. Assael (1998) states that purchase intention is a consumer's tendency to buy a brand as measured by the possibility of purchasing. Kotler and Keller (2009) introduced the AIDA (Attention, Interest, Desire, Action) model to explain the stages in the purchasing process.

Definition of Variables and Hypothesis Development

Perceived Informativeness and E-WOM Usefulness

Perceived informativeness is the quality of information technology delivers to users, which can increase confidence in purchasing decisions (Feng & Xie, 2019). E-WOM Usefulness is the perception of someone using information to improve performance (Kristina, 2021). The perceived utility is important in increasing IT acceptability because it fosters positive attitudes toward technology use, increases users' intentions to utilize technology, and improves actual technology use. According to research by Tien et al. (2019), previous researchers have made similar claims, such as Cheung et al. (2008), which states that material will be considered valuable if it is comprehensive and complete in online review messages. Customers tend to apply information if the information

45



message in the review post is useful (Zhang et al., 2014). Based on several previous studies, this study proposes the following hypothesis:

H1: Perceived Informativeness has an effect positive to E-WOM Usefulness

Perceived Persuasiveness and E-WOM Usefulness

Perceived Persuasiveness, according to Ye & Zhang (2014), is the idea that internet reviews generally have a strong intrinsic persuasiveness. Customers need message information from online reviews that include corner views or opinions of a person. Research has also shown that perceived Persuasiveness impacts E-WOM's benefits (Tien et al., 2019). Persuasive communications can benefit consumers by offering convincing arguments supporting their claims and encouraging people to follow the related advice, according to research by Tien et al. (2019). This is consistent with previous research showing that when consumers receive communications with strong persuasive arguments, their attitudes toward the benefits of the information can be changed (Gunawan & Huarng, 2015). Customers are more likely to accept information when they see evaluations on useful online portal pages (Cheung et al., 2008). Thus, the benefits of E-WOM are positively influenced by how persuasive the message is viewed on social networking sites. Based on several previous studies, this study proposes the following hypothesis:

H2: Perceived Persuasiveness Influential positive to E-WOM Usefulness

Source Expertise and E-WOM Usefulness

According to Fang (2014a), skill source refers to the level of trust in the reader as the recipient of information to source on his knowledge in producing 22 valid statements. According to Wathen and Burkell (2002), consumers use credible sources to evaluate the reliability of online information. When searching for claims that can be reliable for increasing knowledge products, people usually use recommendation experts rather than laymen (Hovland et al., 1953). Based on several studies previously, this study proposes the following hypothesis:

H3: Source Expertise has a influence positive towards E-WOM Usefulness

Perceived Persuasiveness and E-WOM Credibility

E-WOM Credibility is the size of information that can be accepted by someone with information, whether it can be trusted, true, or actual (Kristina, 2021). Literature supports the idea that an argument's persuasive impact directly creates the perception of

46



consumers and results in good decisions, especially in the online environment (Angst & Agarwal, 2009). Recipients tend to look at positive online advice if it contains a strong argument (Ye & Zhang, 2014). Based on several studies previously, this study proposes the following hypothesis:

H4: Perceived Persuasiveness Influential positive to E-WOM Credibility

Source Expertise and E-WOM Credibility

Several studies have shown the impact of positive credibility sources on credibility messages overall (Wathen & Burkell (2002). In a way, it is generally agreed that a sender message with a level of competence is more capable of convincing other customers because individuals tend to trust the information they have given. After all, the message looks more trusted (Teng et al., 2014). According to Lis (2013), a reliable reviewer shows high objectivity and sincerity so that the recipients have No will to question the true information provided. Based on several studies previously, this study proposes the following hypothesis:

H5: Source Expertise influential positive to E-WOM Credibility

Source Trustworthiness and E-WOM Usefulness

Wathen & Burkell (2002) find that credibility source is a key factor that helps consumers evaluate online information. People generally switch to give recommendation experts compared to laymen when looking for valid statements to increase knowledge of the related products (Hovland et al., 1953). Based on several study previous research, this proposed hypothesis is as follows:

H6: Source Trustworthiness has an effect positive to *E-WOM Usefulness*

Source Trustworthiness and E-WOM Credibility

Source Trustworthiness has great potential to draw attention and change the opinions of consumers (Tormala & Clarkson, 2008). Much literature supports the effect of trust on effectiveness (Chao et al., 2005). Trust has also been proven to produce a change in a more positive attitude from skill (Sertoglu et al., 2014). Consumers consider review E-WOM credible when source review E-WOM can trusted (Chih et al., 2013). Therefore, the recipient message believes that E-WOM Credibility is given by the sender (Wathen & Burkell, 2002a). Suppose they consider the arguments in the message credible and persuasive (Petty, 1986). Therefore, this research submits the following hypothesis:

H7: Source Trustworthiness influential positive to E-WOM Credibility

E-WOM Usefulness and Customer Purchase Interest

According to a study by Tien et al. (2019) the key factor in E-WOM's influence on the behaviour of consumers is adoption. Gunawan & Huarng (2015) claim that the intention to purchase develops when consumers hear highly regarded communication valuable and have a high Credibility of E-WOM gives trust. According to a study by Alboqami et al. (2015a), customers tend to bother to accept E-WOM information. So, when clients choose to accept E-WOM information, suggestions can be changed to become intentional buying and finally become actual purchases. Based on several previous studies, this research proposes the following :

H8: E-WOM Usefulness Influential Positive to Customer Purchase Interest

E-WOM Credibility and Customer Purchase Interest

According to a study by Tien et al. (2019), behaviour adoption information somebody moment to obtain online information is heavily influenced by trust sources (Ye & Zhang, 2014). Credibility in e-word-of-mouth (E-WOM) positively impacts the adoption of information and intention to purchase, as well as its benefits (Alboqami et al., 2015a). High Credibility: Credibility is also high in the opinion thought by the recipient's message; on the other hand, if credibility is low, the change opinion is also low (Gunawan & Huarng, 2015). Based on several studies and previous research, This proposed hypothesis is as follows:

H9: E-WOM Credibility influential positive to Customer Purchase Interest

RESEARCH METHODS

In this study, the population is random, so a non-probability sampling technique is used, namely purposive sampling, where the sample is selected based on certain considerations (Sugiyono, 2019). This study uses a Structural Equation Model (SEM) with 200 respondents, according to the number of indicators and latent variables multiplied by a factor of between 5 and 10 (Sarstedt et al., 2021). This study uses a quantitative methodology with primary data collected through an online questionnaire. The questionnaire consists of questions answered in full by respondents, with variable measurements using a six-point Likert scale to reduce bias. The analysis begins with testing the measurement model using PLS-SEM. Validity testing uses Pearson correlation and reliability testing with Cronbach's alpha, using SPSS version 25. Descriptive analysis

48

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identifies respondent data such as gender, age, occupation, and income. SmartPLS software is used for PLS-SEM analysis.

Research Results and Discussion

The basic data used in this study were collected from the responses of 200 respondents to the questionnaire. Based on Table 4.1, it can be seen that the characteristics of respondents are based on the gender of the respondents; most of the respondents are female, namely 115 respondents (57.5%). The results of the descriptive analysis obtained that Customer Purchase Interest above 200 respondents showed that the highest assessment was the second indicator, namely "Based on the overall evaluation, I will buy products sold on the Shopee e-commerce next time when I need it", with an average respondent assessment of 5.25. This study's overall average assessment of the Customer Trust variable was 5.21. Furthermore, a model evaluation will be carried out; it was obtained that the loading factor value produced by each indicator was more than 0.7, and the AVE value was more than 0.5. Thus, these indicators are declared valid to measure their latent variables. Meanwhile, based on the reliability test, all variables have a high level of reliability because they all meet the requirements for composite reliability and Cronbach alpha. Additional internal model assessment analysis is conducted to see the quality of the appropriate model.

Table 1 R- Square

Variables	R- Square	R- Square Adjusted
E-WOM Credibility	0.835	0.832
E-WOM Usefulness	0.881	0.879
Purchase Interest	0.647	0.644

Source: SmartPLS Output Results

It was obtained that the R- Square value of the E-WOM Credibility variable was 0.835. This value means that the independent variable of 83.5% can explain the E-WOM Credibility variable, and the remaining 16.5% can be explained by other variables not included in this study. While the R- Square value of the E-WOM Usefulness variable was 0.881, this value means that the independent variable of 88.1% can explain the E-WOM Usefulness variable, and the remaining 11.9% can be explained by other variables not included in this study. While the R- Square value of the Purchase Interest variable was



0.647, this value means that the independent variable of 64.7% can explain the Purchase Interest variable, and the remaining 35.3% can be explained by other variables not included in this study.

Next, a Q-Square test is conducted as a predictive relevance observing the Q square value to see how well the observed value is generated using the blindfolding technique. The following are the output results. :

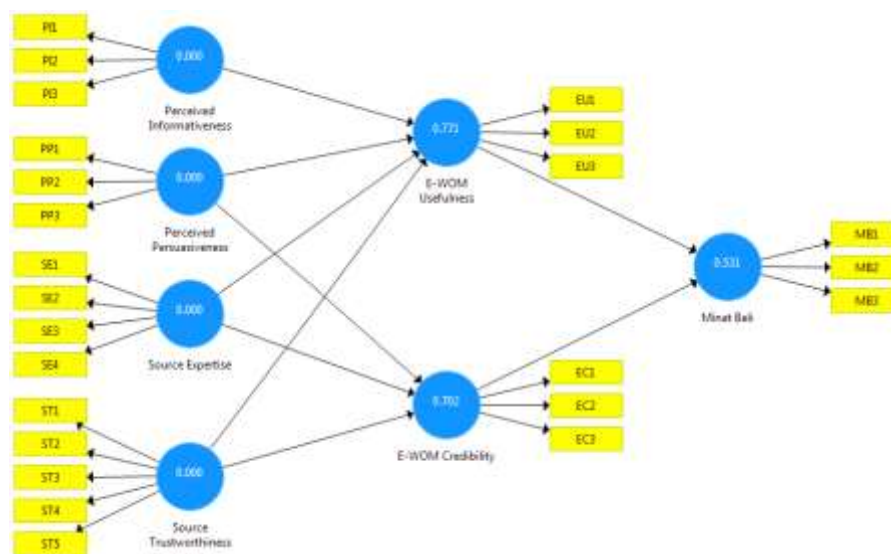


Figure 1 Predictive Relevance

Source: Results Out of the box Smart PLS

Based on the image above, it can be concluded in the table below:

Table 2. Predictive Relevance

Variable	$Q^2 (=1-SSE/SSO)$	Information
E-WOM Credibility	0.702	Has predictive relevance value
E-WOM Usefulness	0.771	Has predictive relevance value
Purchase Interest	0.531	Has predictive relevance value

Source: Results Out of the box Smart PLS

Based on the data presented in the table above, the Q square value on the dependent variable is > 0 . This value suggests that this study has a good observation value because it is > 0 (zero).

Table 3. VIF Values

Item	VIF
EC1	3.204
EC2	3.237
EC3	3.465
EU1	4.015
EU2	3,787
EU3	4.479
MB1	2,724
MB2	3.254
MB3	2,968
PI1	2,939
PI2	2,619
PI3	3.984
PP1	3.219
PP2	3,099
PP3	4,569
SE1	4.032
SE2	4.426
SE3	2.230
SE4	4.989
ST1	3.148
ST2	4.805
ST3	3.228
ST4	4.198
ST5	3.209

Based on the VIF values in the table, it can be seen that all VIF values are < 5 , so it can be concluded that the data does not have high collinearity. This means the variables will not cause errors in assessing significance and weight estimation. Furthermore, the results of the hypothesis testing are as follows:



Table 4.. Hypothesis Testing

Variable	Original Sample (O)	T Statistics (O/STDEV)	P Values
E-WOM Credibility→ Purchase Interest	0.591	6,604	0.000
E-WOM Usefulness→ Purchase Interest	0.240	2,798	0.005
Perceived Informativeness → E-WOM Usefulness	0.229	2,559	0.011
Perceived Persuasiveness→ E-WOM Credibility	0.392	4,051	0.000
Perceived Persuasiveness → E-WOM Usefulness	0.248	2,643	0.008
Source Expertise → E-WOM Credibility	0.299	3.304	0.001
Source Expertise → E-WOM Usefulness	0.320	3,824	0.000
Source Trustworthiness → E-WOM Credibility	0.263	2,055	0.040
Source Trustworthiness → E-WOM Usefulness	0.186	1,980	0.048

The Influence of Perceived Informativeness on E-WOM Usefulness.

The results of the first hypothesis test, namely the Influence of Perceived Informativeness on E-WOM Usefulness, show a coefficient value of 0.229, p-values of $0.011 < 0.05$ and t-statistics of $2.559 > 1.960$. These results indicate that Perceived Informativeness Influences E-WOM Usefulness.

The results align with research conducted by Tien et al. (2019), which shows a positive significance between perceived Informativeness and E-WOM usefulness to various brands in Saudi Arabia, with a sample of 510 respondents. Besides that, research conducted by Rofianto et al. (2017) and Hung et al. (2023) also shows a positive and significant connection between Perceived Informativeness and E-WOM usefulness. This shows that Information considered informative by the audience tends to increase the utility of E-WOM, which strengthens the effectiveness of E-WOM in influencing the



perception and action of the audience. Findings This emphasizes the importance of conveying Information that the audience considers useful and relevant to increase the utility of E-WOM.

The Influence of Perceived Persuasiveness on E-WOM Usefulness.

Test results hypothesis second, The Influence of Perceived Persuasiveness on E-WOM Usefulness, shows a mark coefficient of 0.248, p-values of $0.008 < 0.05$ and t- statistics of $2.643 > 1.960$. The results of the second hypothesis test, the Influence of Perceived Persuasiveness on E-WOM Usefulness, show a coefficient value of 0.248, p-values of $0.008 < 0.05$ and t-statistics of $2.643 > 1.960$. These results indicate that Perceived Persuasiveness Influences E-WOM Usefulness.

The results align with research conducted by Tien et al. (2019), who discovered that Perceived Persuasiveness is influential in a way positive and significant to E-WOM Usefulness. In addition, Hung et al. (2023) and Anggraeni et al. (2020) state that perceived Persuasiveness is a predictor significant from e-WOM usefulness. This shows that persuasive information E-WOM is not only more convincing but also considered more useful by the audience.

The Influence of Source Expertise on E-WOM Usefulness.

The results of the third hypothesis test, the Influence of Source Expertise on E-WOM Usefulness, show a coefficient value of 0.320, p-values of $0.000 < 0.05$ and t-statistics of $3.824 > 1.960$. These results indicate that Source Expertise Influences E-WOM Usefulness.

This matter is supported by research conducted by Tien et al. (2019), which shows the positive influence and significance between source expertise anime and E-WOM. In addition, Verma, Dewani, et al. (2023) and Luo et al. (2018) also found that source expertise is influential in a way significant to the utility of E-WOM. Therefore, companies and marketers need to choose giver-recognized recommendations with expertise in conveying the message of E-WOM. Recognized expertise will increase the perception of the Information's utility and ultimately increase their purchase intention.

The Influence of Perceived Persuasiveness on E-WOM Credibility

The result shows a mark coefficient of 0.392, p-values of $0.000 < 0.05$, and t-statistics of $4.051 > 1.960$. The results show that Perceived Persuasiveness Has an Influence On E-WOM Credibility.



The results align with research conducted by Tien et al. (2019), which shows that perceived Persuasiveness positively influences and is a significant predictor of e-WOM credibility. Besides that, Verma, Prakash, Dewani, et al. (2023) show that perspective persuasiveness gives the background behind a very good theory for explaining why the consumer behind evaluation credibility E-WOM. The audience tends more on the strength of the arguments contained in the message to reduce uncertainty and avoid asymmetrical information (Fang, 2014).

The Influence of Source Expertise on E-WOM Credibility.

The results of the fifth hypothesis test, the Influence of Source Expertise on E-WOM Credibility, show a coefficient value of 0.299, a p-value of $0.001 < 0.05$, and a t-statistic of $3.304 > 1.960$. These results indicate that Source Expertise Affects E-WOM Credibility.

The results align with research conducted by Tien et al. (2019), which shows that source expertise is a significant predictor of E-WOM credibility. Fang (2014) shows that source expertise positively influences and significantly influences E-WOM credibility. In addition, research by Rofianto et al. (2017) shows that source expertise positively influences E-WOM credibility. This shows that choosing expert recommendations can make E-WOM more credible. Therefore, the importance of expertise and trustworthiness of giver recommendations selected for e-WOM to be created and uploaded are considered credible by the audience (Rofianto et al., 2017).

The Influence of Source Trustworthiness on E-WOM Usefulness.

The results of the sixth hypothesis test, namely the Influence of Source Trustworthiness on E-WOM Usefulness, show a coefficient value of 0.186, p-values of $0.048 < 0.05$ and t-statistics of $1.980 > 1.960$. These results indicate that Source Trustworthiness Influences E-WOM Usefulness.

The results align with research conducted by Verma, Dewani et al. (2023), showing that source trustworthiness in a way that significantly utility E- WOM. In addition, Anggraeni et al. (2020) stated that source trustworthiness is a positive predictor and is significant in E-WOM usefulness. Luo et al. (2018) found that positive trustworthiness significantly influenced sources. This shows that customers feel they can obtain useful Information from individuals who can trust moments from posts on the Internet or social media. Therefore, choosing influencers or credible sources for conveying E-WOM can increase the effectiveness of the Information conveyed.



The Influence of Source Trustworthiness on E-WOM Credibility.

The results of the seventh hypothesis test, namely the Influence of Source Trustworthiness on E-WOM Credibility, show a coefficient value of 0.263, p-values of $0.040 < 0.05$ and t-statistics of $2.055 > 1.960$. These results indicate that Source Trustworthiness Influences E-WOM Credibility.

The results align with research conducted by Tien et al. (2019), showing that source trustworthiness is a predictor significant of e-WOM credibility. In addition, Anggraeni et al. (2020) and Rofianto et al. (2017) state that source trustworthiness has significantly affected E-WOM credibility. This means that giver recommendations trusted by the audience are more capable of producing E-WOM and are considered credible. Therefore, the important aspect of expertise and trustworthiness from giver recommendations selected for E-WOM to be created and uploaded is considered credible by the audience (Rofianto et al., 2017).

The Influence of E-WOM Usefulness on Purchase Interest.

The results of the first hypothesis test, namely the Influence of E-WOM Usefulness on Purchase Interest, show a coefficient value of 0.240, p-values of $0.005 < 0.05$ and t-statistics of $2.798 > 1.960$. These results indicate that E-WOM Usefulness Affects Purchase Interest.

The results align with Verma, Dewani, et al. (2023) research, which found that E-WOM usefulness has influenced positive and significant interest in the product Erigo in Surabaya. Arta and Yasa (2019) also stated that E-WOM usefulness positively and significantly influences customers' purchase intention in Bali restaurants. This is also supported by the results of research conducted by Widodo & Salamah (2023), which show a positive and significant connection between E-WOM usefulness and interest in fashion products. This means that Information useful in E-WOM can increase consumers' purchasing intention. This means the more beneficial E-WOM information is, the more consumers will likely buy products or recommended services.

The Influence of E-WOM Credibility on Purchase Interest.

The results of the first hypothesis test, namely the Influence of E-WOM Credibility on Purchase Interest, show a coefficient value of 0.591, p-values of $0.000 < 0.05$ and t-statistics of $6.604 > 1.960$. These results indicate that E-WOM Credibility Affects Purchase Interest.



Research conducted by Kuswibowo & Murti (2021), Mannan et al. 2019, and Zhang et al. (2014) states that E-WOM Credibility positively and significantly influences interest consumers. This is in line with Cheng (2015). Before making a purchase, consumers usually read reviews of results from other consumers in e-commerce and then evaluate whether E-WOM results are credible. The results indicate that the review of consumers or loyal consumers towards products that have ever been bought will positively impact the next consumer's purchasing intention.

CONCLUSION

Based on the results analysis, several factors influence the usefulness and credibility of E-WOM (electronic word of mouth) in general. First, the level of Informativeness of E-WOM is related positively to the perception of its usefulness; the more informative an E-WOM, the bigger the benefits for the consumer. Perceived Persuasiveness has a positive and significant effect on E-WOM Usefulness. This shows that E-WOM is considered persuasive and more useful to consumers. Source Expertise has a positive and significant effect on E-WOM Usefulness. This shows that competent sources contribute to the perception of the usefulness of E-WOM. Perceived Persuasiveness has a positive and significant effect on E-WOM Credibility. This shows that consumers consider persuasive E-WOM to be more credible. Source Expertise also has a positive and significant effect on E-WOM Credibility. This shows that source expertise contributes to the credibility of E-WOM.

Source Trustworthiness has a positive and significant effect on E-WOM Usefulness. This shows that trust in the source of information affects the extent to which e-WOM is considered useful. Source Trustworthiness has a positive and significant effect on E-WOM Credibility. This shows that trust in the source also increases the credibility of E-WOM. E-WOM Usefulness has a positive and significant effect on Purchase Intention. This shows that the more useful E-WOM is for prospective buyers, the higher the consumer's purchase intention will be. E-WOM Credibility has a positive and significant effect on Purchase Intention. This shows that the more credible E-WOM is, the greater the consumer's purchase intention.

Based on the results and limitations of the research, then there are some suggestions for various parties. First, the company must focus on developing marketing strategies that utilize E-WOM effectively effective. The company can work the same with influencers who have credibility and are tall enough to increase the impact and effectiveness of E-WOM on audiences. Second, researchers are recommended to



deepen their understanding of how attitude toward E-WOM influences purchasing intention.

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