THE INFLUENCE OF ELECTRONIC WORD OF MOUTH ON INTENTION SHOPPING FOR SOMETHINC PRODUCTS ON E-COMMERCE MARKETPLACE CATEGORY

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ABSTRACT

The rapid growth of e-commerce has significantly influenced consumer purchase intentions, especially through Electronic Word of Mouth (eWOM). This study aims to examine the influence of Information Credibility, Information Usefulness, Information Adoption, and Attitude Towards Information on the Purchase Intention of Somethinc products in e-commerce marketplaces. Using a quantitative approach, data were collected through an online survey with convenience sampling, involving respondents who are active marketplace users and are familiar with Somethinc. There were 245 research samples from users of e-commerce applications in the marketplace category who are familiar with the Somethinc brand through an online survey tested using Partial Least Square-Structural Equation Modeling (PLS-SEM) with SmartPLS software for data analysis. The findings show that Information Credibility significantly affects Information Usefulness and Information Adoption. Furthermore, Information Adoption and Attitude Towards Information positively influence Purchase Intention. However, the Usefulness of Information does not have a direct impact on Purchase Intention. This research recommends that companies optimize the use of electronic word-of-mouth (eWOM) to increase market reach and drive consumer purchase interest. Leveraging reviews, ratings, and customer experiences can also be an effective marketing strategy in building trust among potential buyers. Additionally, future research can delve deeper into the influence of e-commerce features on online shopping interest. For example, research could highlight the impact of features such as livestreaming, user reactions, product reviews, and other interactive elements in enhancing the consumer shopping experience.

INTRODUCTION

The development of digital technology has brought significant changes in various aspects of life, including in people's consumption patterns. The internet has become the main source of information for consumers in searching and comparing products before making a purchase. One form of information that is very influential in purchasing decisions is *Electronic Word of Mouth (eWOM)*, which is word-of-mouth communication in digital form that includes customer reviews, recommendations, and comments on various online *platforms* such as marketplaces and social media.

In Indonesia, the growth of internet users continues to increase. According to the Indonesian Internet Service Providers Association (APJII) in 2024, the number of internet users in Indonesia will reach 221.5 million, with a penetration rate of 79.5% of the total population. This shows that more and more people rely on the internet in various activities, including online shopping. Based on the *e-Conomy* SEA 2024 report, the *e-commerce* sector is still the main driver of Indonesia's digital economy, with *Gross Merchandise Value* (GMV) reaching $65 billion, an increase of 11% from the previous year. Various factors contribute to the increase in the number of internet users in Indonesia, one of which is the increasing demand for the convenience of *online* shopping. Along with this increasing demand, the *e-commerce* industry in Indonesia has experienced significant progress, marked by the emergence of various *e-commerce* platforms and applications that offer various services and conveniences for its users (Lintang Kinanthi & Roostika, 2022).

Along with the rapid development of e-commerce, the trend of purchasing beauty products online is also increasing. Based on a *survey* (Populix, 2023), the majority of Indonesians (82%) choose to purchase products, especially electronics, household, and health products on *e-commerce.* The strong reasons that influence them in choosing to buy goods through *e-commerce platforms* are efficient in time and energy (79%), shipping promos (72%), prices that are cheaper than direct purchases at *offline* stores (62%), various *discounts* (61%), and the advantage of comparing prices at other stores (57%). In the *survey*, it was also explained that the three *e-commerce* brands that are widely chosen by Indonesians in online purchases are Tokopedia, Shopee, and Lazada where Tokopedia occupies *Top of Mind e-commerce.*

 The current development of *e-commerce* provides opportunities for companies to introduce various products and services needed by consumers, one of which is the beauty industry. Based on a Databoks *survey* (2022), the highest purchase of cosmetics was found in *e-commerce* as much as 66%. In the beauty product category, local brands such as Somethinc have managed to attract consumers' attention with digital marketing strategies that rely on eWOM. Somethinc is a local beauty brand established in 2019 and has managed to compete with international brands thanks to its digital-based marketing strategy. Based on Compas data in Databoks (2024), Somethinc took the top spot with a market share of 8.6% of total *foundation* sales in *e-commerce* in the first quarter of 2024. Meanwhile, Beautynesia's report (2024) notes that Somethinc has sold more than 161,181 products as of April 2024. This success is inseparable from the role of eWOM in building trust and increasing consumer purchase intentions.

Electronic Word of Mouth (eWOM) plays an important role in shaping consumer purchasing decisions. Previous studies show that 88% of consumers trust reviews and recommendations from other buyers more than commercial advertisements (Nielsen, 2024). Through *e-commerce platforms* such as Tokopedia, Shopee, and Lazada, potential buyers can read customer reviews related to product quality, effectiveness, and usage experience before deciding to buy. The more positive reviews a product gets, the more likely it is to attract purchase interest. After evaluating

whether to buy a particular product, buyers go through a number of decision-making stages, with purchase intention being the last stage (Akbar et al., 2019). Customers have a purchase intention after considering the advantages and disadvantages of several similar products. Purchase intentions, purchase considerations, and product purchase recommendations are all considered purchase intentions.

Although many studies related to eWOM have been conducted, most of them still focus on the electronics and fashion industries (Saputra & Ardani, 2020; Wiratama et al., 2022). Studies on the impact of eWOM on purchase intention of beauty products, especially local brands such as Somethinc, are still limited. Therefore, this study aims to examine how eWOM, especially in the aspects of *Information Credibility*, *Information Usefulness*, *Information Adoption*, and *Attitude Towards Information*, can influence consumer purchase intentions for Somethinc products in the *e-commerce* marketplace category.

THEORETICAL FRAMEWORK AND EMPIRICAL STUDIES

1) Information Adoption Model (IAM) and Information Acceptance Model (IACM)

   In this study, the *Information Adoption Model (IAM)* developed by Sussman and Siegal (2003) is used to understand how consumers receive and use information in purchasing decisions. This model states that consumers will adopt information that they consider relevant, credible and useful in the decision-making process. The Adoption Model is expressed as an idea that influences decision-making to support or oppose something stating that information adoption is inevitable from metrics such as quality, arguments, credible sources, and usefulness of information (Erkan & Evans, 2015). This model is relevant in eWOM research because it describes how information from other users can be adopted and have an impact on purchase intentions (Erkan & Evans, 2016). This study also uses the *Information Acceptance Model* (IACM), this model asserts that the effect of electronic word-of-mouth (eWOM) is determined by the nature of eWOM information and consumer behavior associated with eWOM information. Information quality, information credibility, information requirements, attitude towards information, information usefulness, adoption, and purchase intention will all be linked in this IACM model (Putri, 2023).

2) Electronic Word of Mouth (eWOM)

   Electronic Word of Mouth (eWOM) is word-of-mouth communication in digital form that allows consumers to share experiences, recommendations, and product reviews through online platforms such as social media, marketplaces, blogs, and discussion forums. Rosario et al. (2019) state that eWOM has a significant influence on business revenue because consumers trust other users' experiences more than commercial advertisements. According to Erkan and Evans (2016), eWOM can be measured through several main dimensions.

3) Information Credibility

   Information credibility refers to the extent to which customers trust and consider the information they receive to be reliable, influenced by the reputation and clarity of the source conveying the information (Sardar Afifa, 2020). The level of individual confidence that they have received a recommendation from a specific source of a person or organization that they can trust is known as e-WOM credibility (Erkan & Evans, 2016). If consumers find reviews and comments about products and services trustworthy, they will use them as a guide when deciding what to buy.

4) Usefulness of Information

Information usefulness refers to consumers' responses to the information they receive where the information is considered relevant, useful, and can help them make purchasing decisions (Erkan & Evans, 2018). According to Phung et al., (2020) information usefulness is an individual's belief that the use of *online* information can provide benefits in improving the smoothness and effectiveness of transactions carried out.

5) Attitude towards information

Attitude Towards Information refers to all the characters and moods of individuals towards *electronic word-of-mouth* content (Ngo, Bui, et al., 2024). Verma et al. (2023) define attitude towards information refers to the tendency of individuals to respond to electronic word-of-mouth information, either with a positive or negative reaction. Individuals tend to be more easily influenced by eWOM information that triggers positive emotions such as excitement, trust, or enthusiasm.

6) Information Adoption

Information adoption, according to Rahmawati & Driyan Pradana (2024) refers to the degree to which people receive, understand, and incorporate information from social media evaluations. Information adoption is a determinant of customer purchase intention (Leong, Loi, & Woon, 2022). Information adoption is the act of receiving, processing, and acquiring information from outside sources and understanding how it can help in knowledge acquisition and decision making (Indrawati, Yones, & Muthaiyah, 2023).

7) Purchase Intention

Dabbous et al. (2020) emphasizes that purchase intention is the motivation or tendency of consumers towards a brand or product that represents their interest and interest in an item and influences their decision to acquire it. Chetioui et al., (2020) define purchase intention as the extent to which consumers are motivated to buy a particular brand or participate in behavior before making a purchase. *Online shopping* makes it easy for individuals to make purchases anytime, anywhere. This way, consumers can save the time, cost, and effort that is usually required when shopping in-store. Through online exploration, consumers can access a more comprehensive range of information and compare it more easily. In addition, online shopping creates a direct bridge between seller and buyer, providing a more real and interactive shopping experience (Roostika et al., 2023). Khan (2018) defines purchase intention as reflecting consumers' desire to transact through different platforms or websites. Before deciding to buy a product, consumers will evaluate the quality, condition and consider whether the product meets expectations and is worth buying. If the product is in good condition and suits their needs, consumers will have the intention to buy (Pawestriningrum & Roostika, 2022).

From the explanations above, the following hypotheses can be concluded:

1) Information Credibility and Information Usability
Previous research on the impact of   Nechoud's (2021) research found that the credibility of eWOM messages can be assessed based on the credibility perceived by consumers, and consumers consider message credibility as a determinant of reliability. Recipients of information understand that information that is considered trustworthy is useful (Mion, 2021).

   H_1: Information Credibility has a positive influence on Information Usefulness

2) Information Credibility and Information Adoption

Previous research by Lestari (2019) shows that there is a considerable positive correlation between source credibility and information adoption. This process is mediated by information utility where people's intention to accept knowledge is influenced by perceptions of its credibility, which also makes it more useful. Other research results by Kinasih (2020) show a positive correlation between source credibility and information usefulness where both affect information adoption.

H_2: Information Credibility has a positive effect on Information Adoption

3) Information Credibility and Purchase Intention

In previous research that discusses the credibility of information on purchase intention is research conducted by Yoo et al. (2023). The study shows a positive and substantial correlation between purchase intention and the accuracy and reliability of information. As a result, consumers' interest in buying a product or service when they believe the information is reliable. This shows that their purchase intentions are strongly influenced by the accuracy of the information they obtain (Mehyar et al., 2020).

H_3: Information Credibility has a positive effect on Purchase Intention

4) Information Usefulness and Purchase Intention

Previous research by Indrawati et al, (2023) shows that the usefulness of information has a positive effect on helping in one's decision making. Information gathered from digital platforms, such as social media, plays an important role in increasing or decreasing interest in buying these products. The more useful or useful information is, then someone can use it to increase interest in making a purchase (Mion, 2021).

H_4: Information usefulness has a positive effect on purchase intention

5) Information Adoption and Purchase Intention

Previous research by Ismaglova (2017) found that consumer adoption of eWOM can change customer attitudes and their purchasing decisions. Previous research that discusses information adoption on purchase intentions is research by Tien (2018). The study states that positive eWOM is more relevant to show the direct impact of the persuasion process through consumer information on behavioral intention.
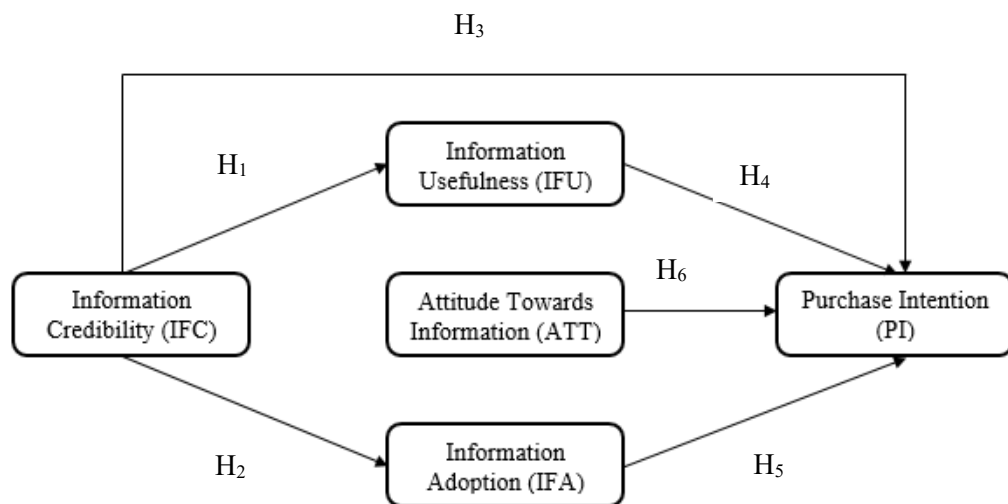
H_5: Information Adoption has a positive effect on Purchase Intention

6) Attitude toward Information and Purchase Intention

Previous research by Erkan and Evans (2015) shows that IACM claims that the influence of eWOM information on social media depends on two factors. Previous research by Widyanto & Sitohang (2022) shows that a positive attitude towards the utilization of *online* applications can increase purchase intention. In other words, the more positive the users' attitude towards *online* shopping platforms, the more likely they are to make a purchase.

H_6: Attitude toward Information has a positive effect on Purchase Intention

Figure 1. Theoretical framework

H₃

Information Usefulness (IFU)

Information Credibility (IFC)

Attitude Towards Information (ATT)

Information Adoption (IFA)

Purchase Intention (PI)

H₁ H₄ H₆ H₂ H₅

RESEARCH METHODS

Researchers use a quantitative approach with causal descriptive methodology. This research combines quantitative elements such as numbers, frequencies, and percentages along with other characteristics that are often associated with quantitative universalism (Syahroni, 2022). This study uses two independent variables, namely *information credibility*, *attitude towards information*; *information usefulness* and *information adoption*; and one dependent variable, namely purchase intention. The data used in this study are primary data, which are obtained through online questionnaires distributed to respondents who meet the research criteria. The sampling technique used is convenience sampling, which is a sample selection method based on easy access to respondents who match the research criteria. The criteria for respondents in this study include Indonesian citizens, online marketplace users, and those who are familiar with Somethinc products.

The number of samples in this study was determined based on the *Structural Equation Modeling (SEM)* approach, with recommendations from Hair et al. (2010) which states that the ideal number of samples in SEM ranges from 100 to 200 respondents. In this study, the number of question indicators used was 31, with 5 latent variables, so the minimum number of acceptable samples was 155 respondents, and the maximum number was 310 respondents. The sample used in this study was 245 respondents.

Measurement of variables in this study uses a seven-point Likert scale, with a range from 1 (Strongly Disagree) to 7 (Strongly Agree). The variables analyzed in this study include *Information Credibility*, *Information Usefulness*, *Information Adoption*, *Attitude Towards Information*, and *Purchase Intention*. Data processing was carried out using the *Partial Least Square-Structural Equation Modeling (PLS-SEM)* method using SmartPLS software, which was used to test the relationship between variables and test the research hypothesis.

Validity and reliability tests are carried out to ensure that research instruments can measure variables accurately. The validity test is carried out by looking at the *factor loading* and *Average Variance Extracted (AVE) values,* where the AVE value must be more than 0.50 to be considered valid. The reliability test is carried out by looking at *Cronbach's Alpha* and *Composite Reliability* (CR), with a minimum value of 0.60 as an acceptable reliability limit. In addition, the research

model was tested using the coefficient of determination (R²) test, as well as the *path coefficient* test to assess the influence between variables.

By using a quantitative approach and SEM method, this research is expected to provide a deeper understanding of how eWOM affects the purchase intention of Somethinc products in the marketplace. The results of this study are expected to contribute to *e-commerce* businesses in optimizing marketing strategies based on customer reviews and recommendations.

RESULTS AND DISCUSSIONS

1) Respondent Characteristics

From the overall characteristics of the respondent profile, it can be concluded that the majority of *e-commerce* users in the *marketplace* category who know the Somethinc brand in this study are women (women (83.7%) and men (16.3%)). The majority of *e-commerce* users in the *marketplace* category who know the Somethinc brand in this study come from the 20-25 age group with a percentage of 40.8%. Most of the respondents in this study have a diploma/graduate level of education. This is evidenced by 127 respondents or around 51.8% of the total participants having this level of education. Most respondents have monthly expenses between IDR 2,000,000 and IDR 5,000,000 as shown by the percentage of 55.5% of all respondents. Three to five years is the length of time the majority of respondents have been using the *marketplace*. This is evident from the data which shows that 42.9% of the total have shopping experience in the *marketplace.*

2) *Instrument Quality Testing*

This is the process of assessing the measurement devices or tools used in a survey, research, or other assessment. The purpose of this testing is to ensure that the tools used are legitimate and can be trusted to produce accurate and reliable data. The two main elements of instrument quality testing are as follows:

Validity Test

Table 1. *Outer Loading for Convergent Validity Test.*

	Attitude Towards Information	Information Adoption	Information Credibility	Information Usefulness	Purchase Intention
ATI1	0,845				
ATI2	0,836				
ATI3	0,837				
ATI4	0,866				
ATI5	0,804				
IC1			0,825		
IC2			0,800		
IC3			0,816		
IC4			0,834		
IC5			0,798		
IC6			0,823		
IFA1		0,829			
IFA2		0,850			
IFA3		0,835			
IFA4		0,827			
IFA5		0,758			
IFU1				0,853	

IFU2				0,849	
IFU3				0,810	
IFU4				0,861	
IFU5				0,804	
PI1					0,873
PI2					0,815
PI3					0,809
PI4					0,828
PI5					0,795

Source: Data Processing (2025)

Each indicator meets the specified requirements, which are more than 0.50. This shows that all indicators have good *loading factor* values. Therefore, it can be said that the results of this study are valid. *The loading factor* value for the Information Credibility (IC) variable items is more than 0.70 to 0.80. On the other hand, each item in the Attitude towards Information (ATI) variable has a value greater than 0.80. Each variable used in this study meets the validity requirements. These results allow the research to proceed to the next stage of testing.

Table 2. *Average Variance Extracted*

Variables	Average Variance Extracted (AVE)
Attitude Towards Information	0,702
Information Adoption	0,673
Information Credibility	0,666
Information Usefulness	0,698
Purchase Intention	0,679

Source: Data Processing (2024)

All *Average Variance Extracted* (AVE) values, meet the specified requirements, which are more than 0.50. The discriminant validity test is carried out by analyzing the value of each item in the variable under study. Therefore, the results obtained show good quality in the *Average Variance Extracted* (AVE) aspect. In other words, the AVE test results confirm that all variables in this study meet the validity criteria. For example, the AVE value for the Information Credibility (IC) variable item, for example, has an AVE value of 0.666 and the Attitude Toward Information (ATI) variable has an AVE value of 0.702. Each variable used in this study meets the validity requirements as a result.

Table 3. *Cross Loading*

	ATI	IFA	IC	IFU	PI
ATI1	**0.845**	0.771	0.717	0.633	0.737
ATI2	**0.836**	0.756	0.722	0.712	0.712
ATI3	**0.837**	0.747	0.705	0.661	0.722

ATI4	**0.866**	0.752	0.733	0.726	0.739
ATI5	**0.804**	0.710	0.711	0.711	0.687
IFA 1	0.741	**0.829**	0.732	0.663	0.751
IFA 2	0.767	**0.850**	0.711	0.667	0.728
IFA 3	0.737	**0.835**	0.710	0.675	0.736
IFA 4	0.720	**0.827**	0.740	0.680	0.713
IFA 5	0.693	**0.758**	0.702	0.673	0.666
IC1	0.714	0.737	**0.825**	0.695	0.745
IC2	0.694	0.726	**0.800**	0.700	0.729
IC3	0.688	0.708	**0.816**	0.651	0.705
IC4	0.693	0.707	**0.834**	0.665	0.708
IC5	0.708	0.694	**0.798**	0.630	0.710
IC6	0.696	0.721	**0.823**	0.660	0.687
IFU 1	0.739	0.738	0.707	**0.853**	0.728
IFU 2	0.698	0.701	0.699	**0.849**	0.702
IFU 3	0.637	0.639	0.643	**0.810**	0.649
IFU4	0.718	0.704	0.689	**0.861**	0.718
IFU 5	0.632	0.630	0.677	**0.804**	0.622
PI1	0.754	0.757	0.772	0.713	**0.873**
PI2	0.695	0.722	0.692	0.642	**0.815**
PI3	0.688	0.715	0.710	0.662	**0.809**
PI4	0.705	0.718	0.732	0.683	**0.828**
PI5	0.697	0.701	0.699	0.678	**0.795**

Source: Primary Data (2024)

The analysis results show that each indicator has a higher *cross loading* value on the intended latent variable compared to other latent variables. This indicates that each indicator is stronger in measuring the intended construct than other constructs. For example, the ATI 1 indicator has a *cross loading* value of 0.845, which is significantly higher than the *cross loading* values for other constructs, namely IFA (0.771), IC (0.717), IFU (0.633), and PI (0.737). This pattern is also consistent across other indicators, where the *cross loading* value on the main construct is always greater than the *cross loading* value on other constructs. This further strengthens the evidence that the indicators used have a good ability to measure the intended latent variable. Therefore, it can be concluded that the model used in this study meets the requirements for discriminant validity.

Reliability Test

Table 4. *Cronbach's Alpha and Composite Reliability*

Variables	Cronbach's Alpha	Composite Reliability
Attitude Towards Information	0,894	0,922
Information Adoption	0,878	0,911
Information Credibility	0,900	0,923
Information Usefulness	0,892	0,920
Purchase Intention	0,882	0,914

Source: Data Processing (2024)

All variables have *Composite Reliability* (CR) and Cronbach's Alpha values of more than 0.60. This shows that the test results are accurate. As the Cronbach's Alpha and *Composite Reliability* values of a variable increase, the higher the level of reliability of a variable. For example, the information credibility variable has a Cronbach's Alpha and Composite Reliability value of 0.9 which indicates an excellent level of reliability. Thus, it can be concluded that all variables in this study meet the reliability criteria.

Table 5. *R-Square Results*

Variables	R Square	R Square Adjusted
Information Adoption	0,769	0,768
Information Usefulness	0,669	0,667
Purchase Intention	0,835	0,832

Source: Data Processing (2024)

Information Adoption is explained by its antecedent variables by 76.8%. In other words, there is still 23.2% influence from other variables outside Information Adoption. Furthermore, Information Usefulness is 66.7% related to its antecedent variables, which means that there is still 33.3% influence from other variables outside of Information Usefulness. Meanwhile, Purchase Intention is 83.2% influenced by its antecedent variables, so there is still 16.8% influence from other factors outside of Purchase Intention.

Table 6. *Q-Square Results*

	SSO	SSE	Q^2 (=1-SSE/SSO)
Attitude Towards Information	1225,000	1225,000	
Information Adoption	1225,000	599,884	0,510
Information Credibility	1470,000	1470,000	
Information Usefulness	1225,000	670,262	0,453
Purchase Intention	1225,000	542,476	0,557

The Information Adoption variable has a *Q-square* value of 0.510, while Information Usefulness has a value of 0.453, and Purchase Intention reaches 0.557. Meanwhile, the variables Attitude Toward Information and Information Credibility have a *Q-square* value of 0. However, the value of 0 in these two variables is reasonable, considering that Attitude Toward Information and Information Credibility act as independent variables in this study.

Table 7. Path Coefficient Results

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Conclusion
IC->IFU	0,818	0,815	0,044	18,720	0,000	H1 Supported
IC->IFA	0,877	0,875	0,027	32,692	0,000	H2 Supported
IC->PI	0,333	0,331	0,071	4,679	0,000	H3 Supported
IFU->PI	0,158	0,171	0,090	1,747	0,081	H4 Not Supported
IFA->PI	0,292	0,285	0,080	3,651	0,000	H5 Supported
ATI->PI	0,184	0,178	0,080	2,308	0,021	H6 Supported

Source: Primary Data Processed (2024)

The results of hypothesis testing in this study indicate that the relationship between Information Credibility on Information Usefulness (H1) is accepted and significant, with a *T-statistic* value = 18.720> 1.96 and *P-value* = 0.000 <0.05. These results indicate that the higher the credibility of the information received by consumers, the greater its usefulness in helping to make purchasing decisions. Furthermore, the direct relationship between Information Credibility and Information Adoption (H2) is also accepted and significant, with *T-statistic* = 32.692 > 1.96 and *P-value* = 0.000 < 0.05, which means that information credibility has a positive influence on the level of information adoption by consumers.

In addition, the hypothesis regarding the relationship between Information Credibility and Purchase Intention (H3) is accepted and significant, with *T-statistic* = 4.679 > 1.96 and *P-value* = 0.000 < 0.05. This shows that information credibility can positively increase consumer purchase intentions. However, the hypothesis regarding the relationship between information usefulness and purchase intention (H4) is rejected and insignificant, with *T-statistic* = 1.747 < 1.96 and *P-value* = 0.081 > 0.05. These results indicate that no matter how useful the information available is, it does not contribute directly to increasing consumer purchase intentions.

On the other hand, the relationship between Information Adoption and Purchase Intention (H5) is accepted and significant, with *T-statistic* = 3.651 > 1.96 and *P-value* = 0.000 < 0.05, which means that the higher the level of information adoption by consumers, the greater their intention to purchase the product. Finally, the relationship between attitude towards information and purchase intention (H6) is also accepted and significant, with *T-statistic* = 2.308 > 1.96 and *P-value* = 0.021 < 0.05. These results indicate that consumers' positive attitude towards information obtained from eWOM has a significant impact on purchase intention, where the higher the positive attitude towards information, the more likely consumers are to make a purchase.

CONCLUSION, SUGGESTION, AND LIMITATION

This study aims to analyze the effect of *Electronic Word of Mouth (eWOM)* on the purchase intention of Somethinc products in the *e-commerce marketplace* category through the variables of *Information Credibility, Information Usefulness, Information Adoption*, and *Attitude Towards Information*. The results showed that Information Credibility has a significant influence on Information Usefulness and Information Adoption, which means that the more credible information is, the greater the benefits for consumers in decision making. In addition, Information Credibility and Information Adoption have a positive effect on Purchase Intention, which indicates that information that can be trusted and applied by consumers increases their likelihood of making a purchase.

However, the results also found that Information Usefulness does not have a significant effect on Purchase Intention, which indicates that even though information is considered useful, it does not necessarily increase consumers' desire to buy. Meanwhile, Attitude Towards Information has a positive influence on Purchase Intention, which means that the better consumers' attitudes towards the information they receive from *eWOM*, the higher their likelihood of purchasing the product.

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