

ABSTRACT

A fast development in technology, particularly in WWW of the internet that can provide different information sources on a number of products, makes a word-of-mouth communication, which not only is used as a form of a person-to-person communication but also gives a chance to access the world through an online medium known as Electronic Word of Mouth (e-WOM), possible. The media used to perform e-WOM is also getting high in number, including those using online opinion platforms or discussion forums. One of the online opinion platforms or discussion forums that can be used to perform the e-WOM is Kaskus.

In this study, the writer focuses on the factors influencing the consumers' intention in performing e-WOM at Kaskus. The writer builds a social-psychological literature based on the public good and knowledge self-efficacy, identifies the consumers' main motives in performing e-WOM, as well as develops several related models including Egoism (reputation and reciprocity), Collectivism (sense of belonging), Altruism (enjoyment of helping), Principlism (moral principle) and Knowledge Self-Efficacy.

The writer tests the research model to 100 Kaskus users in Indonesia. The data are analyzed using Partial Least Square (PLS) approach with SmartPLS 3 software for windows.

The study shows 27.9% of variance where the enjoyment of helping, sense of belonging and reputation positively influence the Kaskus Users' intention in performing e-WOM which means that it has a moderate.

Keywords: Electronic Word of Mouth (e-WOM), Public Good, Knowledge Self-Efficacy, Reputation, Collectivism, and Altruism.