

ABSTRACT

Consumers can obtain essential knowledge about goods and services from a few known people via electronic media, and consumers can connect to a larger group of various persons globally with experiences based on relevant items or services. Content shared on Facebook, Instagram, Twitter, YouTube videos, online consumer evaluations, and other social media platforms are examples of eWOM. From February to December of last year, Sapphire City Park (SACIPA) had a monthly sales target that was decreasing. This could be a source of concern for the author when it comes to defining the study's solutions. The four dimensions of electronic word of mouth are eWOM Quality, eWOM Quantity, and eWOM Credibility.

The purpose of this study is to determine the effects of eWOM Quality, eWOM Quantity, and eWOM Credibility on Purchase Intention at Sapphire City Park (SACIPA) in Sumedang, Indonesia. These four characteristics hope to increase SACIPA's monthly sales objective in the future.

Path Analysis is being used as a data technique analysis in this investigation. This method was used to determine the degree of correlation between the X variables. The author used online questionnaires or a Google form to collect data from 385 men and women from all throughout Indonesia. The data was analyzed using IBM Statistic SPSS 26 to determine the impact of each dimension in this study.

The findings show that all independent factors (eWOM Quality, eWOM Quantity, and eWOM Credibility) have a substantial impact on Purchase intent. In this study, eWOM Quantity had the greatest t count number (X2) while eWOM Quality had the lowest t count number (X1).

The findings of this study will be used by SACIPA to determine how to increase sales in the coming months and to become the first restaurant or the best hospitality service in Indonesia, especially in Sumedang.

Keywords: eWOM Quality, eWOM Quantity, eWOM Credibility, Purchase Intention, Sapphire City Park (SACIPA), sales.