

ABSTRACT

Consumer behaviors are progressively facilitated by the advent of the internet, which has now established online purchasing services, as time and technology progress. The number of internet users in Indonesia is growing year after year. Tokopedia is one of Indonesia's leading online shopping marketplaces. As a result, Tokopedia provides MSMEs and Tokopedia partners with chances to grow their enterprises. Cirebon, for example, is one of them. Consumers will go through stages of searching for information regarding the product to be purchased before making a purchasing choice, one of which is information collected from e-WOM in the form of comments.

The purpose of this study was to determine the effect of electronic word of mouth (eWOM) on the purchasing decision process of the Cirebon community at Tokopedia. The aspects examined in this study include the strength of the argument, the quality provided by Tokopedia, and recommendations. The impact of this research is carried out by analyzing the purchasing decision process by Tokopedia consumers.

This research phenomenon is based on consumer remarks on the Tokopedia platform. This study employs quantitative research methods. Cirebon residents were used as the study's population. Non-probability sampling was used, along with judgment sampling and data collection techniques using questionnaires. There were 272 Cirebon community respondents who were studied.

The descriptive analysis and multiple linear regression analysis were used in the data analysis technique, with data processed using IBM SPSS 25 software. According to the descriptive analysis results, the average score of the electronic word of mouth variable was 79 percent classified as "agree," and the average score of the Purchasing Decision Process variable was 79 percent classified as "agree."

According to the results of the partial and simultaneous regression test for the effect of electronic word of mouth, there is a positive and significant effect between argument strength (X1), recommendation consistency (X2), and quality (X3) on the purchasing decision process (Y) for Tokopedia consumers in Cirebon.

Keywords: *Electronic word of mouth (eWOM), Argument Strength, Recommendation Consistency, Quality, Purchase Decision Process.*