

ABSTRACT

The rapid development of digitalization makes it easier for people to shop online through e-commerce. Indonesia ranked first with 88.1% of internet users using e-commerce. During the pandemic, e-commerce grew by 33.2% from 253 trillion to 337 trillion. Access to online shopping platforms has also increased during the pandemic. Shopee is the first ranked e-commerce platform in Indonesia with the highest visits, while Bukalapak has the lowest visits. This difference is influenced by word of mouth between consumers. Electronic word of mouth (e-WOM) influences the attitudes and decisions of internet users towards an e-commerce brand. The use of Shopee or Bukalapak is also influenced by consumer ethnocentrism, which is the tendency to use domestic products. User reviews indicate that Shopee has a negative e-WOM, while Bukalapak has a positive e-WOM. User trust in the brand and the consumer experience affect public opinion and brand equity. The use of Shopee or Bukalapak is also influenced by xenocentrism, or the tendency to use foreign products. Further research is needed to examine the influence of ethnocentrism on brand equity and the factors that influence it, such as e-WOM.

This study aims to determine the extent to which the influence of electronic word of mouth on consumer ethnocentrism and brand equity applies to one e-commerce service, namely Shopee and Bukalapak.

Research methods with quantitative research types and cross-sectional study designs Data collection is done directly with the type of primary data using questionnaires in the form of Google Forms, and the scale of measurement is the Likert scale. The population and sample in this study are Shopee and Bukalapak e-commerce users. The sampling technique uses non-probability sampling with purposive sampling. Data analysis was done by structural Equation modeling (SEM) and the SmartPLS program for data processing.

Keywords: electronic word of mouth, consumer ethnocentrism, brand equity