

ABSTRACT

Technological developments in Indonesia are increasing, the emergence of technology has many impacts and changes in various social aspects. The presence of technology in human life really helps a series of human activities and activities, the presence of technology certainly brings benefits in facilitating humans in the process of exchanging information and communicating with each other.

By looking at the technological phenomenon that continues to develop, business opportunities arise for companies to take advantage of the internet in creating online shopping services and facilities that involve consumers, service providers, and intermediary traders using the internet, e-commerce is here to become one of the media that supports trading activities. use the internet.

Before buying a product, consumers usually first look at product reviews on social media, the presence of electronic word of mouth allows social media users to provide reviews or their experiences in buying a product.

*This study aims to look at the adoption of user information through eWOM on purchase intention in e-commerce in Indonesia using the Information Acceptance Model (IACM). This study used a causality descriptive research method, the population in this study were e-commerce users in Indonesia. This research was conducted on 155 respondents who used e-commerce in Indonesia. Data was collected by distributing questionnaires via Google Forms, and the data was processed using smartPLS 3. The *t* test, *p* test, and path coefficient values were carried out in hypothetical testing.*

Based on the results of the study, it was found that the variables of information quantity, information needs, attitudes towards information, information usability, and information adoption influenced purchase intention, while information quality variables and information credibility variables had no effect on purchase intentions.

Keywords: eWOM, Purchase Intention, IACM, e-commerce