

ABSTRACT

In the digital era, electronic word of mouth (e-WOM) has become an important marketing strategy to increase consumer buying interest. With more than 212 million Indonesian internet users as of January 2023, the growth of e-commerce platforms has increased rapidly. The internet gives consumers more choices according to their preferences, which is now often influenced by e-WOM. Expression of products is now more often done electronically, so e-WOM can change consumer preferences. This study aims to analyze the influence of e-WOM on consumer buying interest in Scarlett products on Shopee. To understand the impact of e-WOM, this study adopts a model from previous research. The results of this research are expected to help Scarlett improve its marketing strategy and provide guidance for MSMEs in the beauty industry in developing their businesses through e-WOM and Shopee. The research data was collected from 401 respondents who filled out a Google Form questionnaire with certain criteria, such as Indonesian people who are male and female and buyers of Scarlett products on Shopee. The methodology used is quantitative descriptive with data collection techniques through Likert scale questionnaires, then processed using SMART-PLS. The results of the study show that the application of information has a positive and significant influence on buying interest. This model is able to predict the buying interest of Scarlett products by 90.6%. In addition, a significant indirect effect on buying interest in the structural model was also found. This study has limitations in the beauty business sector and the majority of respondents are women, so the findings cannot be generalized to other business sectors or various genders. Future research is suggested to consider additional factors that may improve the model's ability to predict information adoption. In addition, future research may apply this model to other business sectors or different e-commerce platforms.

Keyword: Information Adoption Model, Purchase Intention, Electronic Word-of-Mouth, Shopee