ABSTRACT

The rapid growth of the online food delivery (OFD) market is driven by advances in internet technology and a modern lifestyle that demands convenience and mobility. In Indonesia, the OFD market has expanded significantly, with GoFood becoming the number one OFD service. However, despite its popularity, market competition remains fierce, with rivalry among existing services. In this context, it is essential to understand the impact of electronic Word of Mouth (eWOM) on purchase intentions, especially through the quality, quantity, and credibility of information provided by consumers.

The study aims to examine the impact of Electronic Word of Mouth (eWOM) on consumer behavior on the GoFood food delivery platform. The primary focus of the study includes the dimensions of information quality, quantity, and credibility, and how these variables influence information usefulness, information adoption, and ultimately, consumer purchase intention.

The research applies non-probability sampling techniques with a total sample of 385 respondents. Data analysis was carried out using Structural Equation Modeling-Partial Least Square (SEM-PLS) with the SmartPLS 3.0 application. The research obtained results where information quality, quantity, credibility, usefulness, and adoption had a positive and significant influence on purchase intention on GoFood.

Recommendations for GoFood include improving its review features to be more informative and useful for other customers, by responding to consumer reviews, offering rewards or points to customers who provide reviews, and implementing a verification feature to ensure that only informative and valid reviews are displayed.
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Keywords: eWOM, information adoption model, and purchase intention