The Influence of *Electronic Word of Mouth* (E-Wom) on Customer Purchase Interest on the Shopee E-Commerce Social Site in Semper Barat District

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Article Info	Abstract
Article history: Received: 23 July 2024 Published: 1 November 2024 *Keywords:* *Shopee;* *Electronic Word Of Mouth* (E-Wom); *Interest In Buying.*	*This study aimed to analyze the influence of Electronic Word of Mouth (E-WOM) on interest buy customers on the e-commerce social site Shopee in West Semper Village . E-WOM has become factor important in digital marketing , especially on e-commerce platforms like Shopee. This study used method quantitative with technique data collection via distributed questionnaires to Shopee users in Semper Barat Subdistrict . Research sample A total of 40 respondents were selected use purposive sampling technique . Data analyzed use method analysis statistics simple linear regression . Research result show that E-WOM has influence significant to interest buy Shopee customers in West Semper Village . This study gave contribution theoretical in understand the role of E-WOM in e-commerce context in Indonesia, especially in urban areas such as West Semper Village . By practical , results This studycan become reference for perpetrator e-commerce business in designing effective marketing strategies with utilizing E-WOM.* *This is an open access article under the Creative Commons Attribution-ShareAlike 4.0 International License*

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1. INTRODUCTION

This current digital era is development technology information and communication has change in a way significant method consumer interact and do transaction . E-commerce is becoming an increasing phenomenon rooted in Indonesian society , with Shopee as one of the leading platforms . along with e-commerce growth , Electronic Word of Mouth (E-WOM) emerged as factor crucial influence decision purchase consumer . E-WOM has become an integral component in the marketplace ecosystem, significantly influencing consumer interests and purchasing decisions. Its multifaceted role not only influences consumer perceptions and decisions, but also shapes marketing and product development strategies for sellers on e-commerce platforms.

E-WOM refers to statements positive or negatives created by consumers potential , actual , or ex- consumer about product or company Through the internet. In the context of e-commerce, E-WOM can form review products , ratings, comments on social media , or other digital recommendations . Phenomenon This has change method consumer look for information and create decision purchase .

Shopee, as an e-commerce platform that combines aspect social and commerce , providing possible features user For share experience they . This matter create conducive ecosystem For the occurrence of E-WOM, which has the potential big in influence interest buy consumer .

Subdistrict , located in North Jakarta, represents demographics attractive city For researched . With level high internet penetration and style dynamic urban life , residents in this region tend active in use of e-commerce and social media . Characteristics This make

West Semper Village as ideal location for study the influence of E-WOM on interest buy Shopee customers .

A number of study previously with electronic word of mouth and interest variables purchase can made reference in This studyis for more he explained following results study from (Dewi et al., 2016). The Influence of the Electronic Word of Mouth Dimension in the Zomato Mobile Application on Purchase Interest in the Jabodetabek Area using the Elaboration Likelihood Model Approach . This research found that elements such as product ranking, relevance of information, and quality of information significantly influence purchasing interest on the Zomato application in the Jabodetabek area. More according to research (Asrialdhuha & Gani, 2023). The Influence of Electronic Word of Mouth (E-WOM) Film Reviews on Audience Interest . This study found that film reviews on TikTok have a strong influence on viewing interest, especially in the dimensions of intensity, opinion valence, and content.

In research (Antin Rakhmawati et al., 2019)**.** The Influence of Electronic Word of Mouth (E-WOM) and Viral Marketing on Visiting Interest and Visiting Decisions . This research shows that E-WOM and viral marketing have a significant influence on interest and decisions to visit outdoor cafes in Malang.

Electronic Word of Mouth (E-WOM) variable and purchase interest with the title the influence of *Electronic Word of Mouth* (E-WOM) on customer purchase interest on the e-commerce social site Shopee in Semper Barat District . Of course, the novelty of this research is that there has been no previous research regarding variables in this area, apart from that this research uses simple regression techniques with quantitative methods. It is hoped that the results of this research can contribute to further research.

2. LITERATURE REVIEW
Electronic Word of Mouth (E-WOM)

From the opinions of several experts regarding the definition *Electronic Word of Mouth* (E-WOM), among others, (Huete-Alcocer, 2017)defines e-WOM as one of the most influential informal media among consumers, businesses and society at large, which emerged along with the development of the internet, which strengthens and expands the impact of traditional WOM on behavior. consumer.

Meanwhile, according to (Craig et al., 2015)explaining e-WOM as "e-buzz" which can provide an early indication of the success of a product or service, such as a film, through social media and other online platforms before its release.

According to(Stivaktakis & Kokkinaki, 2020) defines e-WOM as a tool that empowers consumers to express their experiences of services or products via social media or other platforms, with a focus on content analysis that includes customer emotions and perceptions before and after the sale.

Purchase Interest

Several experts have put forward definitions of purchasing interest, including according to (Toldos-Romero & Orozco-Gómez, 2015) describes purchase intention as the degree to which consumers have a positive attitude towards a brand and have a commitment and tendency to continue purchasing products of a particular brand in the future.

According to (Pradana & ., 2021)defines purchase intention as the degree to which consumers have a positive attitude towards a brand and are likely to purchase products of a particular brand in the future, especially in the context of YouTube advertising on online transportation brands.

Furthermore, according to (Rozmi et al., 2021)defining halal purchasing interest as

consumer intention which is influenced by brand awareness, brand trust, product involvement, value awareness, and attitudes towards halal products in the context of Islamic banking in Bangladesh.

3. RESEARCH METHOD

Population

This research is a quantitative descriptive study, with the aim of getting an idea of the influence of *Electronic Word of Mouth* (E-WOM) on customer buying interest on the e-commerce social site Shopee in Semper Barat Subdistrict **.** For the quantitative approach, it is explained (Arikunto, 2010)that the approach uses quantitative because it uses numbers, starting from data collection, interpretation of the data, and the appearance of the results. The population in this study were users of the e-commerce social site Shopee in Semper Barat Village.

Sample

To obtain research results that can be accounted for, the samples taken in this research were users of the Shopee social e-commerce site service in Semper Barat Subdistrict, North Jakarta, totaling 40 regular users as respondents, with the sampling technique being saturated sampling. According to (Lijan Sinambela, 2021), a sample is part of the number and characteristics possessed by the population.

The hypothesis in this research can be explained by the hypothesis test formulation as follows

H $_1$: $\rho = 0$	There is an influence of *Electronic Word of Mouth* (E-WOM) on customer buying interest on the e-commerce social site Shopee in Semper Barat District
Ho: $\rho \neq 0$	There is no influence of *Electronic Word of Mouth* (E-WOM) on customer buying interest on the e-commerce social site Shopee in Semper Barat District

As a description of this research, the research design can be explained in the image below, the influence of *Electronic Word of Mouth* (E-WOM in this case is variable X, and purchase interest is variable Y. The independent variables are; X= *Electronic Word of Mouth* (E-WOM) while the dependent variable is; Y = purchase interest

Figure 1 Research Design

Techniques Model Analysis

To find out how strong the relationship between one variable and another variable is, regression analysis is used in this research. Linear regression is a statistical procedure for calculating the value of a dependent variable from an independent variable. Linear regression measures the association between two variables and is a

modeling technique in which a dependent variable is predicted based on one or more independent variables .(Kumari & Yadav, 2018)

Linear regression refers to a mathematical technique for fitting given data to a function of a particular type, most commonly known as fitting a straight line. This article explains the theory behind linear regression and illustrates this technique with real-world data sets .(Huang, 2020)

Linear regression can be used to find the influence of the independent variable on the dependent variable in a linear manner. This involves using the least squares method to estimate regression coefficients, as well as testing for collinearity of independent variables to avoid inaccurate least squares estimates .(Mao, 2022)

4. RESULTS AND DISCUSSION

Results

Validity test

In this research, a validity test was carried out on the *Electronic Word of Mouth* (E-WOM (X)) variable instrument. **The conclusion was obtained that there were 10** instrument items declared **valid , while there were 10 items** declared valid in the purchase interest variable (Y) . The test uses a two-sided test with a significance level **of α = 0.05** , so the **r table = 0.304.** The test criteria to declare an item valid is **r count > r table**

Reliability Test

Based on the calculation results, it is concluded that each item that has been declared valid is reliable with a significance level **of α = 0.05** , so we get **r table = 0.60.** In the *Electronic Word of Mouth* (E-WOM (X) variable, the **calculated r = 0.956** is greater than **the r table = 0.60** , then **it is reliable** , and the purchase interest variable (Y) **r calculated = 0.955** is greater than **r table = 0.60** , then it **is reliable.**

Simple Linear Regression Analysis Test

Based on **table 2** *coefficients* can be described as the results of a simple linear regression analysis, regarding the size of the t-calculated value, the level of significance, and the regression formula can be known, for clarity, here are the results of *the coefficients* carried out using SPSS;

Table 2
Simple Linear Regression Analysis Table

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,231	1,351		,912	,368
	X	,936	,032	,979	29,425	,000

a. Dependent Variable: Y

Source: Data processed from SPSS

In the table above, the calculation results can be seen so that the regression equation can be explained which can be used to predict with the formula, namely; **Y' = 1.231 + 0.936x.**

As a basis for decision making, it can be seen that by using **the t test,** as follows:

a) If the calculated **t value** > table **t** value , then there is an influence of variable X on variable Y.

b) If the calculated **t value** < table **t** value , then there is no influence of variable X on variable Y

Based on the t- table calculation, which has a significance of 5%, it can be determined using the formula: t table = t (α/2; nk-1), the t table **value is; t (0.025; 40-1-1) = t (0.025; 38) = 2.024,** then t **-count 29.425 > t** table **2 .017** and the significance value is 0.000 < sig 0.05 thus it can be concluded that the variable *Electronic Word of Mouth* (E-WOM **(X)** influences purchasing interest (Y).

From the calculation results in **table 3** of the calculation termination coefficient, it can be concluded that the *Electronic Word of Mouth* (E-WOM) variable has a contribution of 95.8 **%** to the purchase interest variable, while the remaining **4.2%** is influenced by other factors that have not been studied. Then variable variables *Electronic Word of Mouth* (E-WOM) has a **very strong** positive effect, the r value is **0.979** (located in the **correlation coefficient interval 0.80-1.00).**

Table 3
Coefficient of Determination
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.979[a]	.958	.957	1.716

a. Predictors: (Constant), X

Sources: Data measured by SPSS

DISCUSSION

From the results of the tests that have been carried out, *the Electronic Word of Mouth* (E-WOM) variable (X) has an influence on the purchase interest variable (Y) customers on the e-commerce social site Shopee in West Semper Village . This is evident from the calculated t- value **of 29.425 > t** table **2.017 ,** and the *sig value of* **0.000 < 0.05** . So, partially, *Electronic Word of Mouth* (E-WOM) has a positive and significant effect on customer purchasing interest on the Shopee social e-commerce site in Semper Barat Subdistrict.

Thus, it is in line with previous research which confirms that (Tjhin & Widoatmodjo, 2022). **The Influence of Social Media Elements: Customization, Electronic Word of Mouth (E-WOM), and Trendiness on Consumer Brand Engagement among Healthy Yummy Nutty Millennial Consumers in Indonesia** . This research found that E-WOM has a significant relationship with millennial consumer brand engagement. According to research(Komaling & Taliwongso, 2023) **Analysis of the Influence of Electronic Word of Mouth on TikTok Social Media on Brand Image and Customer Purchase Interest on the Shopee Online Site** . This study shows that E-WOM on TikTok has a significant influence on brand image and purchase intention on Shopee. Research result (Muchlis et al., 2021). **The Influence of E-Satisfaction and E-Trust on Repurchase Intention Through E-Word of Mouth (E-WOM) as an Intervening Variable for Bukalapak E-Commerce in the Millennial Generation** . This research found that e-satisfaction and e-trust have a significant influence on repurchase intention through E-WOM.

5. CONCLUSION

In general, based on test results and analysis of the relationship between variable X and variable Y *Electronic Word of Mouth* (E-WOM) (X) on purchasing interest, that there is an influence between the *Electronic Word of Mouth* (E-WOM) variables (X on the customer purchase interest variable on the e-commerce social site Shopee in Semper Barat Subdistrict because t-calculated then the calculated value is **29,425 > t table 2 .017.** Then the *Electronic Word of Mouth (E-WOM) variable has a* **very strong** positive effect on the r value of **0.979** (located in the **correlation coefficient interval 0.80-1.00) and** has a contribution of 95.8 **%** to the purchase interest variable, while the remaining 4.2 **%** is influenced by other factors that have not been studied further predicts that **Y' = 1.231 + 0.936x.**

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