

ABSTRACT

This study aims to examine the effect of e-WOM Volume, e-WOM Source Credibility, and Customer Involvement on purchase intentions in the Female Daily online review forum. The variables used in this study are e-WOM Volume, e-WOM Source Credibility, and Customer Involvement as independent variables and purchase intention as the dependent variable. The sample used in this study was 160 female respondents who had visited and used the female daily online review website.

In this study the sample collection technique used was non probability sampling with purposive sampling technique using a questionnaire for data collection method. The analysis used is Multiple Linear Analysis using the SPSS 25 analysis tool. The results in this study show that Jumlah e-WOM, Kredibilitas sumber e-WOM, and Keterlibatan konsumen have a positive influence on purchase intentions in the online forum Female Daily review.

Keywords: e-WOM Volume, e-WOM Source Credibility, Customer Involvement, Purchase intention.

