

# Research Horizon

ISSN: 2808-0696 (p), 2807-9531 (e)

Research Horizon

Volume: 04

Issue: 06

Year: 2024

Page: 445-456

## The Effect of Electronic Word of Mouth on Food and Beverage Purchase Intentions

Rerry Sulestiyoko<sup>1\*</sup>, Muhammad Dafa Bagus Efendi<sup>1</sup>, Indi Djastuti<sup>1</sup>

<sup>1</sup> Universitas Diponegoro, Semarang, Indonesia

\* Corresponding author: Rerry Sulestiyoko ([rerry14@gmail.com](mailto:rerry14@gmail.com))

### Abstract

This study aims to review recent research published between 2014 and 2024 on the impact of Electronic Word of Mouth (e-WOM), a digital marketing strategy on TikTok, on consumers' purchase intentions for food and beverage products. e-WOM provides consumers with essential information to explore and learn more about these products. Articles were selected based on specific criteria, including open full-text access, publication in reputable international journals ranked Q1 to Q4 on the Scopus Index, and publication within the last decade. From an initial dataset of 69 articles, 52 met the criteria for analysis. The research emphasizes the role of e-WOM in enhancing sales through TikTok's digital marketing platform, providing insights for business owners in the food and beverage industry. Bibliometric methods were employed to identify relevant articles based on titles, abstracts, and keywords. The Scopus database, accessed via the Watase Uake website, was instrumental in gathering relevant publications. Sources included books, theses, conference proceedings, and journal articles written in English. This study highlights the significance of e-WOM in the evolving digital marketing landscape, offering long-term value for entrepreneurs seeking to leverage customer-centric approaches and technological advancements to improve their marketing strategies.

### Keywords

Digital Marketing, Electronic Word of Mouth, Information Credibility, Information Adoption, Purchase Intention

## 1. Introduction

Digital marketing is the result of the social media phenomena, which has changed and revolutionized traditional marketing. Website, email, and social media marketing are examples of digital marketing (Dewa, 2023). Customers now use social media as a source of information when making purchases, according to earlier research. 88% of internet users have made an online purchase, and 93% of internet users have conducted an online search, according to the Indonesia Digital Report 2020 on e-commerce activities in Indonesia. This statistic makes it clear how crucial digital marketing is to operating a business online, even though social media. People now take eWOM into account when making judgments about what to buy. Customer online evaluations are one of the key elements that determine a brand's performance, and social media has often had a favourable or bad impact on a brand's reputation. Customers' propensity to recommend brands or products, their ability to predict their intention to buy, product sales and marketing strategies, and their decision-making have all been extensively studied in relation to the significance of customer online reviews (Hanggiani et al., 2024).

To have a better understanding of customers' behavioural intentions, it is crucial to study their attitudes about electronic word-of-mouth (eWOM). It's also critical to monitor how eWOM may affect consumers' perceptions of the company's products. Marketers need to understand how consumers tend to feel about brands or products, as this can have a favourable or negative effect on their opinions. According to a marketing chart poll, "recommendations" score first, indicating the importance of sentiment analysis in brand choosing. Out of the 15 categories provided, recommendations received a score of 46%, according to the data. However, according to the marketing chart, "positive online reviews from other users were placed on the second highest rank at 41%."

However, reviews came in third place as a major brand research channel. As the country recovers from the effects of the COVID-19 pandemic, Indonesia's Food and Beverage (F&B) sector has demonstrated remarkable resilience and development potential. This industry has been vital to Indonesia's economy since 2020, making a substantial contribution to the GDP of the country and growing despite obstacles. The F&B sector expanded by 4.90% in 2022, reaching a valuation of IDR 813.06 trillion, according to Statistics Indonesia. Increased consumer demand, investment, and technological adoption have helped this sector, which is why Indonesia's "Making Indonesia 4.0" strategy prioritizes its further development. Due to shifting customer patterns that favour digital channels for purchases, Indonesia's online retail market has also seen growth, especially in the food and beverage industry. Demand has been fuelled by a number of causes, including a growing population and consumer interest in unusual, viral eating experiences that are boosted by social media, despite economic problems (Syarifah, & Hersugondo, 2024). Viral marketing has further bolstered the sector by capitalizing on the popularity of distinctive or visually appealing food trends, especially through influencers on social media sites like Instagram.

## 2. Literature Review

Moiner-Tena et al. (2023) defines electronic word-of-mouth (eWOM) as a dynamic kind of online review or digital communication that involves sharing opinions, experiences, and ideas about products or services. It significantly influences how consumers make decisions, from positive suggestions to warnings (Lopez-LÁope et al., 2016). eWOM's strength lies in its ability to bring together both individual and collective perspectives, impacting both specific consumer choices and broader brand perceptions (Chen et al., 2011; Sheng et al., 2023). The valence of

eWOM, whether positive, negative, or neutral, is essential in simulating the emotional topography of these online encounters (Hancock et al., 2023).

Electronic word-of-mouth, or eWOM, is available to a wide audience and includes both good and negative thoughts about a brand, product, or service that are shared online by present, former, and future customers (Sulthana & Vasantha, 2019). Ismagilova et al. (2017) state that electronic Word-of-Mouth (eWOM) is the continuous sharing of dynamic and changing information about a company, product, service, or brand that is made available to the public online and given by a variety of customers. Blogs, social media platforms, online forums, and review sites are just a few of the digital areas where this interchange might take place (Ramadhan et al., 2024). The impact of eWOM is shaped by the receivers' attitudes and behaviours, as it involves the transfer of information that may influence individuals in different ways (Erkan & Evans, 2018). One key reason eWOM is viewed as particularly influential is its perceived independence from the brand or company in question, since consumer reviews are based on personal experiences rather than corporate messaging. This perceived authenticity enhances eWOM's effect on consumer decision-making, often reducing the perceived risks associated with purchasing (Miremadi & Haghayegh, 2022). To understand the mechanisms behind eWOM's influence, many studies draw on the Information Adoption Model (IAM), a framework that has been employed in research by (Filiari, 2015; Tien et al., 2019; Zhu et al., 2016).

Information credibility is a key factor in determining how eWOM is understood in online settings. It includes the perceived reliability and knowledge of the information source. Credibility serves as a cognitive filter that helps users evaluate the veracity and applicability of eWOM messages using the Information Adoption Model (IAM) paradigm. This evaluation procedure entails closely examining the source's trustworthiness indicators to ascertain whether the data is reliable and need to be taken into consideration when making decisions. In eWOM contexts, where user-generated communications are frequently appreciated for their perceived authenticity and experience, which increases their perceived helpfulness and informativeness, this impression is particularly important (Aghakhani et al., 2022; Shah & Wei, 2022). Trust in the source is essential; the perceived usefulness of the information is greatly influenced by elements such as the sender's online reputation, track record of trustworthy evaluations, and openness about any potential biases (Dancer, 2014).

A paradigm for assessing the reliability of content on social media was put up by Keshavarz (2021), who emphasized the significance of source-related factors. To elaborate, Aghakhani et al. (2023) investigated the ways in which source trustworthiness and review quality—as determined by comprehensiveness and subject consistency—interact to affect opinions about how beneficial a review is. As a result, the following theory was created. Information credibility encapsulates judgments of dependability and persuasiveness and reflects the quality and reliability of information (Gualda & Ruas, 2019). While Gonzalo & Hernandez (2021) contend that information from well-known or reliable sources, such friends or family, increases credibility, Borjas (2020) contends that anonymous sources can offer higher credibility.

Uslu (2020) contend that despite the potential for unfulfilled expectations, consumers frequently choose eWOM as a risk reduction strategy because they believe it to be more trustworthy than traditional advertising. Leong et al. (2022) point out that as trustworthy information is valued highly, it has a big impact on consumers' decisions to buy. Building on this perspective Rahaman et al. (2022) stress that in the context of the marketed nature of online material, trustworthiness helps users choose reliable and pertinent information. Lastly, Rajasekhar et al.

(2022), emphasize that trustworthiness is essential for sifting through the deluge of information on the internet.

The process via which customers evaluate, embrace, and use shared information—particularly online material such as product specifications or reviews—to inform their purchase decisions is known as information adoption. Researchers have examined the ways in which digital platforms, such as social media and e-commerce, impact this adoption process in Indonesian marketing studies, especially those that have been published in foreign journals after 2020. Important conclusions show that information adoption is significantly influenced by perceived utility, content quality, and source reliability, all of which raise customer confidence and, eventually, buy intentions (Wahyudi & Santoso, 2022).

For instance, studies have shown that on social media, features like electronic Word-of-Mouth (eWOM) on platforms such as TikTok and Instagram can significantly impact purchase intentions when the information is perceived as reliable and directly relevant to consumer needs (Suprapti & Suparmi, 2023). This effect is amplified in industries like skincare and fashion, where consumers frequently seek reviews and detailed insights from influencers or peers to guide their purchases. Information that aligns with consumers' preferences and is deemed trustworthy not only encourages adoption but also reinforces brand loyalty over time. This effect of information adoption on purchase intentions highlights its strategic importance in digital marketing, as it allows brands to influence consumer behaviour more effectively by focusing on credible, valuable, and engaging content (Laeq, 2021).

Purchase interest is a series of actions closely related to attitudes and thoughts about a brand and focuses on the possibility of buying or switching to another competitor's brand. Purchase intention is an attitude of a consumer towards goods that is very suitable for measuring quality, durability, of various types of products, services, or brands. Purchase interest is a situation where a consumer takes any action that can be used as a basis to predict behaviour or purchase of a product. The interest that arises from consumers often does not align with the consumers' financial conditions. The buying interest is always hidden in everyone, no one knows what a consumer expects. According to Wahyudi & Santoso (2014), purchase intention is considered something determined by social components or norms within an individual's environment before behaviour. Then, prioritizing personal satisfaction and choosing different alternative behaviours to meet life needs. Purchase intention is the condition of how individuals or groups buy and use goods, services, or experiences to satisfy their needs and desires.

### **3. Methods**

In this section, the terms and standards used to conduct a systematic literature review on customer centricity are described. Bibliometric approaches are an important part of research evaluation methodologies, especially in applied and scientific fields. According to the guidelines of bibliometric analysis, the first criteria is collecting information by looking through publications that contain titles, abstracts, or keywords associated with the topic of the study. The idea of customer centricity and the usage of a customer-centric paradigm in many circumstances are the main topics of this study. Specific theme-related keywords were used to find pertinent material. The Watase Uake platform was used to source the articles from the Scopus database, making it easier to obtain a selection of papers relevant to the goals of the study (Pambayun, 2021).

According to the second requirement, sources must consist of books, theses, journal articles, and conference proceedings. The third criterion restricts data sources to credible international publications that are listed in the Scopus Ranking Index, especially those that are rated between Q1 and Q4. Lastly, all articles must be written in English in order to meet the fourth requirement. A thorough and

trustworthy examination of the customer-centric paradigm is supported by these criteria, which guarantee that the data collected is not only pertinent but also of excellent quality and worldwide credibility.

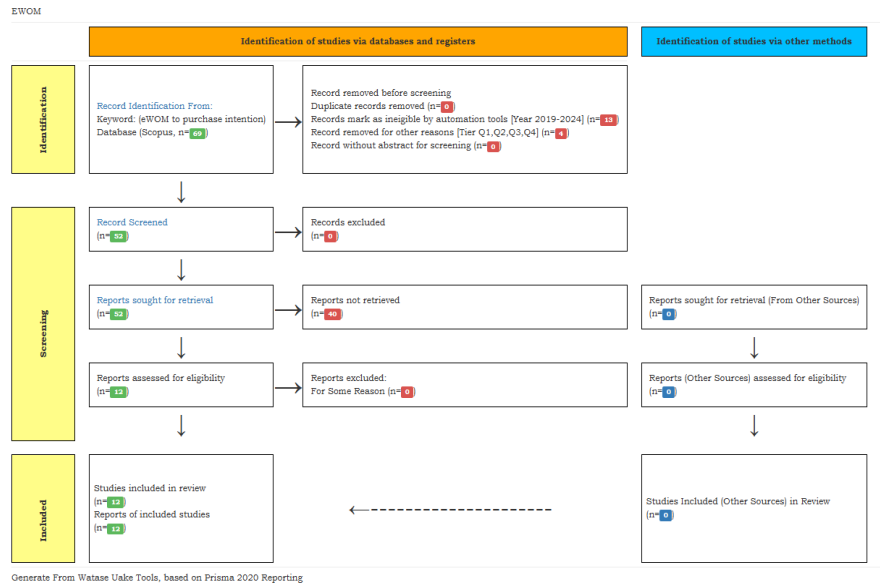


Figure 1. PRISMA Methodology Flow Chart

Based on figure, the study used the PRISMA technique Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA). PRISMA is a well-known methodology that guarantees thorough and transparent presentation of Systematic Literature Reviews (SLRs), hence enhancing the research's credibility and dependability. Determining research methods, searching the literature, evaluating applicable studies, choosing relevant data, and organizing the data are the five separate steps in this process. Figure 1 provides a graphic representation of these phases. Additionally, the next part will provide a detailed explanation of each step in the PRISMA approach.

The initial stage of this methodology involves establishing a structured research framework that outlines specific research questions, criteria for including and excluding studies, data sources, and methods of data extraction and analysis. The research question guiding this study was: “What research has been conducted previously in this area?” and “What are the proposed directions or agendas for future research?” For inclusion criteria, this study considered articles published in reputable international journals indexed by Scopus, ranked Q1 to Q4 according to the Scopus Rankings Index, and written in English. Exclusion criteria included articles that did not have an abstract, articles written in a language other than English, and duplicate articles that may have appeared in previous searches. This structured approach to the research protocol ensured a rigorous and systematic selection of relevant literature, thereby optimizing the quality and scope of the review.

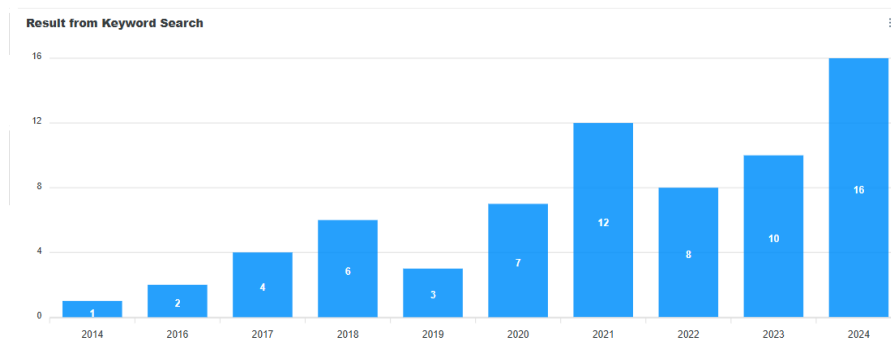
The second stage involves conducting an extensive search across a variety of relevant data sources to identify studies related to the research topic. This systematic literature search included a variety of academic databases, journal websites, and research repositories. The search strategy was carefully documented, detailing the keywords used, the dates of each search, and the specific data sources used. Key search terms for this review included “e-WOM,” “Information Credibility,” “Information Adoption,” “Purchase Intent,” “social media,” and “Digital Marketing.” Additionally, the publication date range was limited to works published between 2014 and 2024. By following this well-defined search protocol, this study ensured

comprehensive and focused identification of literature relevant to the research objectives.

The screening process involves evaluating the literature identified during the search phase according to the established inclusion and exclusion criteria. Studies that do not meet these criteria are excluded, with reasons for exclusion documented to maintain transparency. Using the above keywords on the Watase Uake platform, the first search produced 69 journal articles from the Scopus database. 52 articles were chosen after the criteria were applied, with an emphasis on those published by reliable indexers and from respectable international publications. After that, the chosen literature is categorized to aid in additional investigation. The credibility of the study findings is increased by this systematic screening, which guarantees that only pertinent, excellent sources are included.

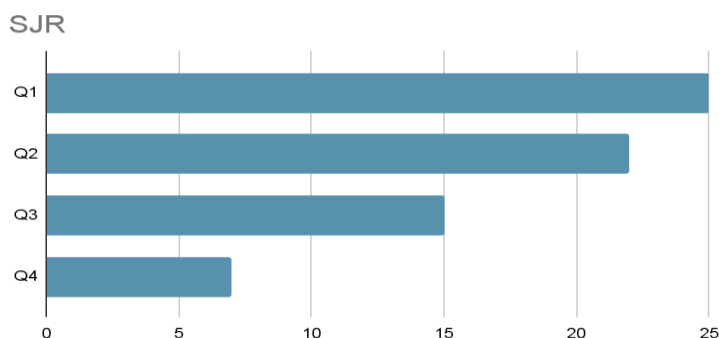
The data extraction stage involves systematically collecting relevant information from selected studies, focusing on aspects such as research design, methodology, findings, and conclusions. This process begins by organizing the articles by type and further refining the search results according to their Scopus ranking index. The data extraction process is structured around capturing key details in a table format, which includes bibliographic information such as the title, author, publication year, journal name, volume, page numbers, and DOI. Additionally, information on the research methodology is documented, including the research design, sample population, data collection methods, measurement tools, and data analysis techniques used in the study. The research results section includes key findings, effect sizes, statistical significance, and other related metrics that demonstrate the outcomes of the research. Finally, additional characteristics of the studies are recorded, such as study quality, limitations, and implications for further research. This comprehensive and structured data extraction process enables a thorough analysis of the selected studies, providing a detailed overview that facilitates deeper insights into the research (Putranti et al., 2020).

In the data analysis and synthesis phase, the authors consolidate the findings from all included studies to effectively address the research questions. The process of data synthesis is carried out in two primary ways: interpreting results and synthesizing findings. Interpretation involves analysing the results to answer critical questions such as: What do the selected studies reveal? How should these findings be understood in relation to the research questions? How do these findings contribute to the current understanding of customer centricity? By interpreting the results, the researchers aim to derive a deeper understanding of the research topic and its implications. In the synthesis of findings, insights from multiple studies are integrated to form a cohesive understanding of the research area. This involves identifying common themes, patterns, and conclusions across the studies, and addressing key questions like: Are there recurring themes or patterns across studies? Do the findings of different studies align or contradict one another? What are the key conclusions derived from synthesizing this data? By systematically combining the insights from different studies, the authors can establish a comprehensive view of the topic. This process not only highlights areas of consensus but also uncovers discrepancies that may require further investigation. Ultimately, the data analysis and synthesis provide a consolidated understanding of the research topic, offering meaningful insights and laying the foundation for future research.



**Figure 2.** Percentage of the number of researchers who take the topic EWOM & Purchase Intentions

Figure 2 shows that, despite occasional fluctuations, the number of journals addressing eWOM themes has grown year between 2014 and 2024. This further demonstrates the rise in eWOM research. Rapid technology advancements over the past ten years might possibly be to blame. This source is based on Scopus, however there may be many eWOM-themed journals outside of Scopus as well. In 2024, the percentage of eWOM-themed journals will be quite high compared to previous years. Given that the graph above shows that this issue is still frequently used and debated by other academics, it can be said that this study chose the appropriate one.



**Figure 3.** Quartile Qualification of Reviewed Articles

After a thorough analysis of all articles included in this study, Figure 3 displays the distribution of quartiles and publishers for the 69 articles reviewed. The data indicates a higher number of journal articles in Quartile 1 compared to those in Quartiles 2, 3, and 4. The breakdown of quartile distribution according to Journal Index and publisher is shown in the figure, illustrating that Quartile 1 includes 25 journals, Quartile 2 includes 22, Quartile 3 includes 15, and Quartile 4 includes 7 journals. This distribution suggests that the majority of the journals selected for this study are of relatively high quality, indicating strong qualifications.

#### 4. Results

The findings from various studies on the impact of Electronic Word of Mouth (eWOM) on purchase intention highlight the increasing influence of digital marketing across diverse contexts and consumer segments. Esparza-Huamanchumo et al. (2024) explored how eWOM information on social media shapes the online purchase intentions of Generation Z, emphasizing the generational reliance on digital platforms for decision-making. Similarly, Ngo et al. (2024) examined eWOM's effect on consumer behavior in Nikkei restaurants in Lima, Peru, showing its relevance in niche culinary markets. Khan et al. (2024) investigated the mediating role of brand equity in the relationship between eWOM and purchase intentions in

the apparel industry, underscoring the importance of brand perception in leveraging eWOM. Indrawati et al. (2022) focused on how the structural aspects of eWOM information influence consumers' purchasing decisions, adding depth to understanding the cognitive processing of such data. Xiao et al. (2022) specifically analyzed eWOM via TikTok and its influence on the purchase intentions of something product consumers, showcasing TikTok's growing relevance as a marketing platform.

Chen et al. (2021) and Kunja et al. (2022) delved into the credibility of eWOM sources. Chen et al. examined how social media eWOM information impacts purchase intentions, while Kunja et al. highlighted the role of user-generated content (UGC) source credibility in shaping eWOM's effectiveness. Leong et al. (2022) investigated the mediating roles of hedonic and utilitarian brand attitudes between eWOM and purchase intentions, particularly on Facebook brand fan pages.

Muda and Hamzah (2021) highlighted the mediating effect of eWOM information adoption on young consumers' online purchase intentions. Their findings reveal the critical role of information processing in influencing consumer behavior. Sardar et al. (2021) identified key predictors of eWOM's influence, such as helpfulness, credibility, information quality, and professionalism. The factors affecting eWOM credibility, information adoption, and purchase intention among Generation Y in Thailand were examined by Daowd et al. (2020), providing insights into regional dynamics. Khwaja et al. (2020) studied the interplay of eWOM, trust inclination, and information adoption in driving purchase intentions, highlighting the accelerated shift towards digital marketing. These findings underline the transformative role of eWOM in modern marketing strategies, particularly in enhancing consumer engagement and driving purchase intentions across various platforms and demographics.

## 5. Conclusion

The study examines the effects of electronic word-of-mouth (e-WOM) via TikTok on customers' purchase intentions, specifically in the Food and Beverage (F&B) industry. This systematic analysis of the literature from 2014 to 2024 looks at the effects of e-WOM, concentrating on how it affects consumer behaviour via spreading trustworthy and appetizing information. The results indicate that by increasing the credibility and adoption of information among consumers, e-WOM successfully influences purchase intentions. By offering dependable and impactful content that influences consumer choices, e-WOM on platforms such as TikTok might greatly increase customer engagement and revenue for F&B companies.

Key factors in the impact of e-WOM include information credibility, which refers to the trustworthiness of the information source. This credibility drives information adoption, where consumers receive and use shared content to make decisions. One study noted that the credibility of information in e-WOM influences how users perceive and interpret reviews, often leading them to make a purchase based on the reliability of the source. This is in line with other research which emphasizes that credible e-WOM fosters stronger consumer trust, thereby increasing purchase intentions.

The study also reveals that TikTok's user-generated content fosters high levels of engagement and brand visibility, particularly in the F&B industry. TikTok's short, visually engaging videos make it an ideal platform for viral marketing, which is further enhanced by e-WOM. Influencer recommendations and peer reviews contribute significantly to shaping consumer attitudes, demonstrating the potential of e-WOM to influence purchase intentions in Indonesia's expanding digital market. This underscores the importance of understanding consumer-centric strategies and effectively leveraging social media platforms in the F&B sector to optimize digital marketing outcomes. In conclusion, the study affirms that e-WOM, particularly on

TikTok, plays a pivotal role in shaping purchase intentions within the F&B industry. High-quality, credible information shared by users influences consumer decisions, while TikTok's dynamic and visual nature enhances engagement and brand influence. These findings suggest that F&B brands can strategically leverage e-WOM to increase market reach and drive purchase intention, contributing to the growing importance of digital marketing in the industry.

## References

- Aghakhani, N., Oh, O., Gregg, D., & Jain, H. (2023). How review quality and source credibility interacts to affect review usefulness: an expansion of the elaboration likelihood model. *Information Systems Frontiers*, 25(4), 1513-1531.
- Borjas, J. E. (2020). Validez y confiabilidad en la recolección y análisis de datos bajo un enfoque cualitativo. *Trascender, Contabilidad Y Gestion*, 5(15), 79-97.
- Chen, Y. L., Chang, C. L., & Sung, A. Q. (2021). Predicting eWOM's influence on purchase intention based on helpfulness, credibility, information quality and professionalism. *Sustainability*, 13(13), 7486.
- Dancer, H., Filieri, R., & Grundy, D. (2014). eWOM in online customer support communities: Key variables in information quality and source credibility. *Journal of Direct, Data and Digital Marketing Practice*, 15, 290-305.
- Daowd, A., Hasan, R., Eldabi, T., Rafi-ul-Shan, P. M., Cao, D., & Kasemsarn, N. (2021). Factors affecting eWOM credibility, information adoption and purchase intention on Generation Y: a case from Thailand. *Journal of enterprise information management*, 34(3), 838-859.
- Dewa, A. (2023). Empirical Analysis of Street Safety: Driver Behavior and Traffic Characteristics on Traffic Accidents in Semarang. *Research Horizon*, 3(5), 499-508.
- Erkan, I., & Evans, C. (2018). Social media or shopping websites? The influence of eWOM on consumers' online purchase intentions. *Journal of Marketing Communications*, 24(6), 617e632.
- Esparza-Huamanchumo, R. M., Quiroz-Celis, A. V., & Camacho-Sanz, A. A. (2024). Influence of eWOM on the purchase intention of consumers of Nikkei restaurants in Lima, Peru. *International Journal of Tourism Cities*.
- Filieri, R. (2015). What makes online reviews helpful? A diagnosticity-adoption framework to explain informational and normative influences in eWOM. *Journal of Business Research*, 68(6), 1261e1270.
- Gonzalo Aliaga, G. R., & Huamani Hernandez, J. A. (2021). Influencia del social eWOM en la intención de compra de los clientes de restaurantes pollerías en Lima Metropolitana.
- Gualda, E., & Ruas, J. (2019). Teorías de la conspiración, credibilidad y confianza en la información. *Communication & Society*, 32(1), 179-195.
- Hancock, T., Breazeale, M., Adams, F.G., Hardman, H., 2023. Fueling and cooling firestorms: how online community members enable and disable online negative e- WOM. *J. Prod. Brand Manag.* 32 (2), 286-304.
- Hanggiani, A., Lashyadi, A., Perdhana, M. S., & Kusumawardhani, A. (2024). Implementation of a Business Model in a Broiler Chicken Partnership Company: A Case Study of PT Mustika Jaya Lestari. *Research Horizon*, 4(4), 261-266.
- Ismagilova, E., Dwivedi, Y. K., ... & Williams, M. D. (2017). *Electronic word-of-mouth (eWOM)* (pp. 17-30). Springer International Publishing.
- Keshavarz, H. (2021). Evaluating credibility of social media information: current challenges, research directions and practical criteria. *Information Discovery and Delivery*, 49(4), 269-279.
- Khan, Z., Khan, A., Nabi, M. K., Khanam, Z., & Arwab, M. (2024). The effect of eWOM on consumer purchase intention and mediating role of brand equity: a study of apparel brands. *Research Journal of Textile and Apparel*, 28(4), 1108-1125.
- Khwaja, M. G., Mahmood, S., & Zaman, U. (2020). Examining the effects of eWOM, trust inclination, and information adoption on purchase intentions in an accelerated digital marketing context. *Information*, 11(10), 478.

- Kunja, S. R., Kumar, A., & Rao, B. (2022). Mediating role of hedonic and utilitarian brand attitude between eWOM and purchase intentions: a context of brand fan pages in Facebook. *Young Consumers*, 23(1), 1-15.
- Laeq, H. (2021). Impact of green human resource management on promoting green employee behaviour in Russia: a moderating role of employee empowerment. *Arthatama*, 5(1), 1-12.
- Leong, C. M., Loi, A. M. W., & Woon, S. (2022). The influence of social media eWOM information on purchase intention. *Journal of Marketing Analytics*, 10(2), 145.
- Lopez-L´opez, I., Parra, J.F., 2016. Is a most helpful eWOM review really helpful? The impact of conflicting aggregate valence and consumer's goals on product attitude. *Internet Res.* 26 (4), 827-844.
- Miremadi, A., & Haghayegh, M. (2022). The competitive advantage of EWOM in digital marketing. *European Journal of Business and Management Research*, 7(2), 258-269.
- Muda, M., & Hamzah, M. I. (2021). Should I suggest this YouTube clip? The impact of UGC source credibility on eWOM and purchase intention. *Journal of Research in Interactive Marketing*, 15(3), 441-459.
- Ngo, T. T. A., Vuong, B. L., Le, M. D., Nguyen, T. T., Tran, M. M., & Nguyen, Q. K. (2024). The impact of eWOM information in social media on the online purchase intention of Generation Z. *Cogent Business & Management*, 11(1), 2316933.
- Pambayun, D. (2021). Indicators of the association of Unemployment in Indonesia with the Level of Employment Opportunity, GDP, and SER. *Research Horizon*, 1(5), 189-206.
- Putranti, H. R. D., Suparmi, S., & Susilo, A. (2020). Work life balance (WLB) complexity and performance of employees during Covid-19 pandemic. *Arthatama*, 4(1), 56-68.
- Rahaman, M. A., Hassan, H. M., Asheq, A. A., & Anwarul, K. M. (2022). The interplay between eWOM and purchase intention on social media: Through the lens of IAM and TAM theory. *Plos One*, 17(9).
- Rajasekhar, P., Gulati, S., & Pandey, M. (2022). A study on effect of eWOM information on purchase intention for electric vehicles. *International Journey of Health Sciences*, 6(8), 3056-3068.
- Ramadhan, M. L., Nugraha, F., Prastowo, D. A., Kusumawardhani, A., & Raharjo, S. T. (2024). Development of Environmentally Friendly Technology for Key Industries in Achieving Golden Indonesia. *Research Horizon*, 4(4), 205-220.
- Sardar, A., Manzoor, A., Shaikh, K. A., & Ali, L. (2021). An empirical examination of the impact of eWom information on young consumers' online purchase intention: Mediating role of eWom information adoption. *Sage Open*, 11(4), 21582440211052547.
- Shah, Z., & Wei, L. (2022). Source credibility and the information quality matter in public engagement on social networking sites during the COVID-19 crisis. *Frontiers in psychology*, 13, 882705.
- Sheng, J., Lee, Y. H., & Lan, H. (2023). Parasocial relationships with micro-influencers: do sponsorship disclosure and electronic word-of-mouth disrupt?. *Internet Research*, (ahead-of-print).
- Sulthana, A. N., & Vasantha, S. (2019). Influence of electronic word of mouth eWOM on purchase intention. *International Journal of Scientific and Technology Research*, 8(10), 1-5.
- Suprapti, S., & Suparmi, S. (2022). Improving marketing performance through business agility and market orientation in micro, small, and medium enterprises in Semarang City. *Arthatama*, 6(1), 26-43.
- Syarifah, P. N., & Hersugondo, H. (2024). The Effect of ESG Pillar on Dividend Policy with ROA as Intervening Variable: Study in Malaysia Capital Market. *Research Horizon*, 4(4), 305-314.
- Tien, D. H., Rivas, A. A. A., & Liao, Y. K. (2019). Examining the influence of customer-to-customer electronic word-of-mouth on purchase intention in social networking sites. *Asia Pacific Management Review*, 24(3), 238-249.
- Uslu, A. (2020). The relationship of service quality dimensions of restaurant enterprises with satisfaction, behavioral intention, eWOM and the moderator effect of atmosphere. *Tourism & Management Studies*, 16(3), 23-35.
- Wahyudi, F. E., & Santoso, R. S. S. (2022). The Role of Social Capital in Community Based Ecotourism: A Case of Batang District, Central Java, Indonesia. *Research Horizon*, 2(5), 511-531.

- Xiao, L., Luo, L., & Ke, T. (2022). The influence of eWOM information structures on consumers' purchase intentions. *Electronic Commerce Research*, 1-23.
- Zhu, D. H., Chang, Y. P., & Luo, J. J. (2016). Understanding the influence of C2C communication on purchase decision in online communities from a perspective of information adoption model. *Telematics and Informatics*, 33(1), 8-16.



Copyright: © 2024 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution-ShareAlike 4.0 International License (<https://creativecommons.org/licenses/by-sa/4.0/>).