

Antecedents of Electronic Word-of-Mouth (e-WOM) and Purchase Intention: The Moderating Role of Consumer Involvement

Miranti Setiawardani^{1,*}, Afrima Widanti²

Bengkulu University, Indonesia^{1,2}

Corresponding e-mail: mirantisetiawardani@gmail.com*

ABSTRACT

Purpose: This research aims to investigate the antecedents of electronic word-of-mouth (e-WOM), specifically source credibility and information accuracy, as well as the influence of e-WOM on purchase intention. Additionally, the study examines the role of consumer involvement as a moderating variable between e-WOM and purchase intention among Shopee e-commerce users.

Method: The research employs a quantitative method, collecting primary data through a questionnaire distributed via social media platforms across Indonesia. The participants included 214 Shopee users interested in beauty products serving as the unit of analysis. The data were analyzed using Structural Equation Modeling (SEM) with AMOS version 23.

Result: The findings indicate that source credibility positively and significantly impacts e-WOM, establishing it as an antecedent factor. In contrast, information accuracy does not significantly affect e-WOM, suggesting it is not an antecedent factor. Furthermore, e-WOM positively and significantly influences purchase intention. While consumer involvement affects purchase intention, it does not directly moderate the relationship between e-WOM and purchase intention.

Practical Implications for Economic Growth and Development: This study offers strategic insights for e-commerce companies to enhance their quality and underscores the importance of credibility and reviews in marketing to boost product sales. Consequently, it presents a novel strategy within the digital marketing landscape that supports economic growth.

Keywords: *Consumer Involvement, e-WOM, Information Accuracy, Purchase Intention, Source Credibility*

INTRODUCTION

Electronic commerce, or e-commerce, refers to the buying and selling activities conducted online (Nasir, 2019). Shopee is a prominent e-commerce company operating in Indonesia (Elysabeth et al., 2023). To attract customers and boost sales, Shopee offers a wide range of popular categories, including clothing, cosmetics, electronics, cars, food, beverages, vouchers, stationery, books, and more (Ningrum & Widanti, 2023). As of February 2024, Shopee held a dominant 63.5% market share for beauty products in Indonesia, surpassing competitors such as TikTok Shop, Lazada, Tokopedia, and Blibli (Databoks, 2024). Approximately 49% of respondents reported frequently purchasing beauty products online, with skincare items being the most commonly bought (Goodstats, 2024). Furthermore, the number of visits to Shopee's e-commerce platform in Indonesia continues to grow annually. According to Databox (2023), Shopee leads the e-commerce sector with the highest number of visitors, totaling 240 million visits. The data indicates that Shopee experienced growth from the first quarter of 2023 through the end of September 2023 compared to other e-commerce platforms. Based on these findings, we have chosen to focus on Shopee e-commerce and beauty products for our study.



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We are interested in this topic to understand how purchase intentions—which encompass consumers' thoughts, desires, and interests in a product—can influence purchasing decisions. Purchase intention reflects a consumer's attitude toward products or services deemed suitable for their needs (Waisnawa & Rastini, 2020). Various factors influence purchase intentions, one of which is electronic word-of-mouth (e-WOM). E-WOM is perceived as more effective in shaping purchase intentions due to its reliability, non-commercial nature, persuasive messaging, and high levels of trust and responsibility (Jalilvand & Samiei, 2012).

However, opinions differ regarding the impact of e-WOM on purchase intention. Some studies suggest that e-WOM has a positive effect on purchase intention (Atika et al., 2018), while others, such as Barkah and Febriasari (2022), argue that e-WOM does not directly affect purchase intention. Additionally, some researchers highlight antecedent factors of e-WOM, including source credibility and information accuracy (Lunyai et al., 2021). A separate study found that source credibility is a critical characteristic of credible e-WOM messages (Teng et al., 2014). Antecedents refer to variables or factors that precede or influence other variables in a causal relationship. Although numerous studies have explored the effect of e-WOM on sales, few have concentrated on the antecedents of e-WOM, particularly the perceived importance of information accuracy in online communities. The discussion of source credibility in online customer support communities remains limited (Dancer et al., 2014). The inconsistencies in research findings present a gap that warrants further investigation.

In this study, we aimed to utilize consumer involvement as a moderating variable to assess its potential to strengthen or weaken the relationship between electronic word-of-mouth (e-WOM) and purchase intention. This approach represents an update in the research methodology. According to Yan et al. (2016), consumer involvement serves as a moderating variable that influences e-WOM, which provides the foundation for our research. Additionally, this study introduces a novel aspect by employing the Structural Equation Modeling (SEM) tool, specifically AMOS version 23, in contrast to previous studies that utilized SEM Partial Least Squares (PLS).

The urgency of this research is underscored by the existing gap in prior studies, which we aim to address. The objective of this study is to identify factors that influence the formation of e-WOM, specifically the credibility of the source and the accuracy of the information, within the context of purchase intention for beauty products on the Shopee e-commerce platform. Furthermore, this study seeks to examine the moderating effect of consumer involvement on the relationship between e-WOM and purchase intention.

METHOD

This study employs a quantitative research approach, utilizing measurable data in numerical form, which is analyzed using statistical tools (Syahroni, 2023). The variables being tested include Source Credibility, Information Accuracy, E-WOM, Consumer Involvement, and Purchase Intention, focusing on individuals who use the Shopee e-commerce platform. A causal research design is implemented to assess the impact of independent and moderating variables on the dependent variable. The unit of analysis consists of consumers who have purchase intentions for beauty products on Shopee.

The primary data for this research was collected through a questionnaire distributed across Indonesia. The analysis method applied is SEM AMOS version 23, which includes validity testing, reliability testing, goodness of fit, structural modeling, and outlier detection. The sample comprises consumers who pay attention to reviews in the form of product star ratings, reviews from previous buyers, and original photos or videos of beauty products on the Shopee platform.

The sample size is determined according to established criteria. According to Hair et al. (2014), the ideal sample size should be more than five but less than ten times the total number of indicators used in the study. Since the study utilizes 23 indicators, the total number of participants is set to be between 115 and 230 respondents. The questionnaire was distributed

online via major social media platforms such as WhatsApp, Instagram, Twitter, and Facebook. The distribution of the questionnaires was carried out over three weeks, from November 25 to December 13, 2024.

Table 1. Variables Measurement

Variables	Indicators	Statements	Codes
Source credibility	Expert	I feel the reviewer has a professional background or education in dermatology or beauty that supports their opinion.	SC1
		I rate the author's expertise in recommending beauty products on Shopee.	SC2
	Knowledgeable	I feel the reviewer has a deep understanding of the ingredients in beauty products.	SC3
		I feel the author references relevant sources in their reviews, such as articles or BA.	SC4
	Trustworthy	The reviewer includes consistent and honest personal experiences about the products reviewed.	SC5
		I rate the author's honesty in expressing the pros and cons of beauty products on Shopee.	SC6
	Reliable	I think the reviewer has a history of providing accurate and objective reviews of other products on Shopee.	SC7
		I think the author's reviews are recognized and praised by other shoppers as useful references.	SC8
Information accuracy	Correct	I feel that the beauty product reviews on Shopee include accurate information about the product's ingredients and uses.	IA1
		I ensure that all claims made about the product are accurate and verifiable.	IA2
	Accurate	I feel that previous buyers are accurate in describing their experiences with the product, including the results they got after use.	IA3
		I feel that the reviewer includes specific details, such as dates of use and skin condition, to support the accuracy of the review.	IA4
	Reliable	I feel that the reviewer's review is consistent with other reviews for the same product on Shopee.	IA5
		I feel that the author has a good reputation for providing reliable and helpful information about previous beauty products.	IA6
e-WOM	Relevant	The online information about the product is relevant.	EM1
	Helpful	The online information about the product is helpful.	EM2
	Clear	The online information about the product is clear.	EM3
	Logical	The online information about the product is logical.	EM4

Variables	Indicators	Statements	Codes
	Trustworthy information	I trust online reviews about the product.	EM5
	Believe in the information	I trust previous buyers' product photos.	EM6
	Share positive information	I share positive information about the product when I have had a good experience with the online information received.	EM7
	Write about products	I write about the product to build new relationships through social networks.	EM8
	Online reviews	I look at online reviews about the product when there are many reviews per product.	EM9
Consumer Involvement	Concern	I care about online reviews when choosing beauty products on Shopee.	CI1
		I feel that the reviews I read can influence my purchasing decision.	CI2
	Important	I consider reviews before deciding to buy beauty products on Shopee.	CI3
		I feel that online reviews have a greater influence on my purchase intention than other sources of information.	CI4
	Relevant	I feel that the reviews found on Shopee are relevant to my needs and preferences in choosing beauty products.	CI5
		I tend to look for reviews that match my experience or skin condition when purchasing products on Shopee.	CI6
Purchase Intention	Want to buy	Reviews and comments make me want to buy.	PI1
		Information with photos makes me interested in buying.	PI2
		I am not interested in buying a product after seeing the reviews, comments, photos, and product ratings.	PI3
	Need it	I will buy the product next time when I need it.	PI4
		I read previous buyers' comments because I need the information.	PI5
		I feel that product reviews are not needed when I want to buy a product.	PI6
	Try to buy	I try to buy a product after I see the comments, ratings, and original photos of the product.	PI7
		I try to compare reviews between products before deciding to buy.	PI8
		I try not to read product reviews before making a purchase.	PI9
	Would recommend	I will recommend the product that I buy.	PI10
		I recommend the product when I am interested in buying it.	PI11
		I feel that I do not need to recommend the product.	PI12

Source: Authors' compilation (2024)

Hypotheses Development

Source Credibility and e-WOM

Source credibility reflects the extent to which the source of a message is considered competent and willing to provide accurate and honest information. However, Cheung et al. (2008) argued that source credibility has a minor influence on the perceived value of electronic word-of-mouth (e-WOM) information. This contrasts with the perspective of Teng et al. (2014), who state that source credibility is a crucial characteristic of credible e-WOM messages. Additionally, Mishra and Satish (2016) assert that the usefulness of e-WOM information for an individual is influenced by source credibility. A study conducted by Zha et al. (2018) utilizing the Elaboration Likelihood Model (ELM) showed that individuals who perceive online post authors as credible, particularly on social media, are more likely to engage in e-WOM and use social media to search for information on topics related to their work or studies. Similarly, Cheung et al. (2009) found that higher levels of credibility enhance users' willingness to communicate about online recommendations and encourage repeat visits to other consumer recommendations. Conversely, individuals are less likely to accept e-WOM messages if they perceive the source as less credible. In this context, researchers aim to measure the credibility of sources based on the experiences of Shopee e-commerce users, examining whether they prioritize reviews in the form of product ratings, the number of likes on comments, and the expertise of previous consumers in detailing the product. This study proposes the following hypothesis (H1):

H1: Source credibility has a positive and significant effect on e-WOM.

Information Accuracy and e-WOM

Information accuracy refers to the alignment of stored information with the actual conditions it represents in the real world (Nelson et al., 2005). It is a key predictor of electronic word of mouth (e-WOM) (Filieri & McLeay, 2014). Their study suggested that external platforms for consumer feedback should enhance and refine their methods to ensure the reliability of online reviews, thereby mitigating viral marketing efforts that disseminate fake or misleading reviews. The Elaboration Likelihood Model (ELM) is a communication theory that explains how individuals process information and make decisions through two distinct routes: the central route and the peripheral route (Petty et al., 1983). When information is perceived as accurate, individuals are more likely to consider it seriously and make rational decisions. In the context of e-WOM, accurate information increases the likelihood that individuals will engage in eWOM, as they have greater confidence in the quality of the information. However, we encountered challenges in finding literature that specifically addresses the topic of information accuracy in relation to e-WOM and consumer behavior. The concept of information accuracy can be evaluated by comparing product claims with the opinions of previous buyers. Therefore, we propose the following second hypothesis (H2):

H2: Information accuracy has a positive and significant effect on e-WOM.

E-WOM and Purchase Intention

E-WOM refers to reviews or comments about products or services that customers provide through digital media. Electronic word-of-mouth encompasses both positive and negative feedback from customers regarding a product or business, which may be based on past, present, or anticipated experiences, and is accessible online to anyone (Hennig-Thurau & Walsh, 2003). When a product receives positive reviews from consumers through e-WOM, it can significantly impact other consumers' purchase intentions toward that product (Aji et al., 2020). According to the Theory of Planned Behavior (TPB), consumer intentions to engage in behaviors, such as making a purchase, are influenced by their attitudes, subjective norms, and perceived behavioral control (Ajzen, 1991). In this study, e-WOM refers to the influence of electronic word-of-mouth on consumers, resulting in positive or negative assessments of

beauty products on the Shopee e-commerce platform. In the context of e-WOM, positive online reviews and recommendations can shape consumers' attitudes toward a product and purchase intention.

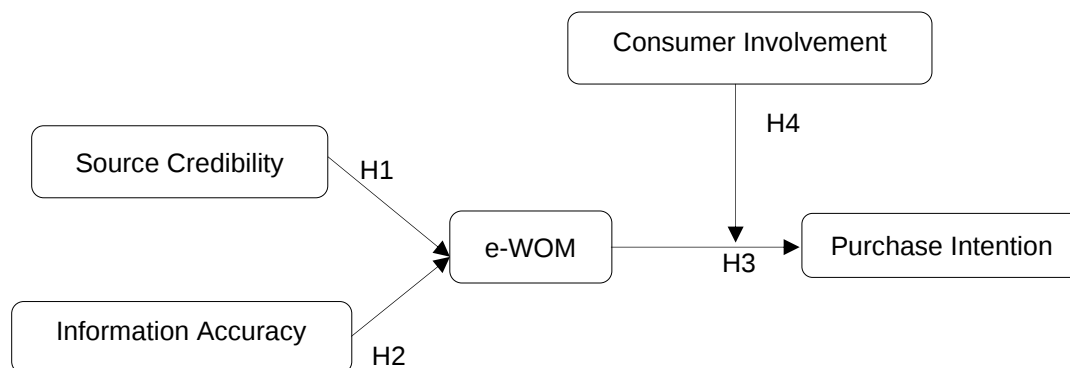
H3: e-WOM positively and significantly influences purchase intention.

Consumer Involvement as a Moderating Variable

Involvement is defined as the perceived personal relevance of a product based on the individual consumer's needs, interests, and values. When a consumer is highly involved in a product category, they are more likely to carefully evaluate its merits and weaknesses, engaging in elaborate information gathering and processing (Petty et al., 1983). Online consumer reviews and word-of-mouth promotions are closely related to the level of consumer involvement. Consumers with high involvement tend to seek as much helpful information as possible from online reviews (Park et al., 2007). Therefore, consumer involvement should also be considered when understanding how consumers utilize electronic word-of-mouth (eWOM) information to shape their expectations regarding a brand (Krishnamurthy & Kumar, 2018). According to the Elaboration Likelihood Model (ELM), high consumer involvement leads to deeper information processing (central route), while low involvement encourages more superficial processing based on peripheral cues. In this study, consumer involvement serves as a moderating variable for the relationship between eWOM and purchase intention. Consumer involvement is measured by analyzing the responses of previous consumers who have purchased beauty products on the e-commerce platform Shopee. This study proposes the following hypothesis:

H4: Consumer involvement moderates the effect of e-WOM on purchase intention.

Figure 1. Research Framework



Source: Developed by the authors (2024)

RESULT AND DISCUSSION

Demographic of Respondents

The study assessed the demographic characteristics of respondents based on categories including gender, age, current level of education, job, and income. A total of 214 respondents who had experience with or were currently using Shopee and had the intention to purchase beauty products in Indonesia participated in the study.

The results indicate that 189 respondents are female, accounting for 88.3% of the sample, while 25 respondents, or 11.6%, are male. This suggests that women shop online more

frequently than men. The age data collected from the questionnaire shows that the majority of respondents, 198 individuals or 92.5%, are between the ages of 17 and 25. This finding is consistent with the age group dominating the distribution of survey responses, as individuals within this range are more likely to have greater digital access, which can influence their online shopping habits. In terms of education, most respondents have completed high school or vocational school (SMA/SMK), with 118 individuals or 55.1% falling into this category. Additionally, 6 respondents or 2.8% hold a diploma, 88 respondents or 41.1% have a bachelor's degree (S1), and 2 respondents or 0.9% possess a master's degree (S2). This indicates that the majority of Shopee users have achieved an education level at or below that of high school or vocational school.

Regarding occupation, the majority of respondents are students, comprising 164 individuals or 76.6% of the sample. There are also 6 respondents or 2.8% who are civil servants, 12 respondents or 5.6% who are entrepreneurs, 21 respondents or 9.8% who work as private employees, 2 respondents or 0.9% are freelancers, 2 respondents or 0.9% are unemployed, and 1 respondent or 0.4% works in various roles, including teacher, content writer, temporary employee, contract employee, or administrative staff. Finally, concerning income, the largest group of respondents, 110 individuals or 51.4%, earn less than IDR 1,000,000. This suggests that individuals with an income below IDR 1,000,000 are the predominant users of Shopee for online shopping.

Preliminary Analysis

The data can be considered normally distributed because it falls within the range of -2.58 to +2.58. A total of 23 indicators were used, and testing was conducted using AMOS 23, focusing on the criteria for the critical ratio (c.r) of kurtosis, both univariate and multivariate. In this study, the CFA model was tested in two stages: before and after model improvement. As a result, the normality test produced two different outcomes. In the first normality test, prior to model refinement, the initial data consisted of 41 statements, and the results indicated that the data was not normally distributed. Consequently, some data were deleted, and a second test was conducted. The deleted data included SC1, EM4, EM8, EM9, PI9, and PI12. This is evident from the kurtosis value c.r, which was not within the range of -2.58 to +2.58. After the second test, the results showed a c.r of 2.5, and the data was declared normal.

Validity testing is conducted to determine the ability of the research instrument to measure what it is intended to measure. Validity testing shows how well the obtained results align with the theoretical framework used to define the construct. In this case, the validity of the construct is assessed by examining the factor loading value for each indicator. The factor loading value must be at least 0.50, ideally 0.70. All indicators were found to be valid because their factor loading values exceeded 0.50, thus meeting the validity criteria for research. In the first test, six statements were deemed invalid due to their factor loading values being less than 0.50, leading to their removal. These statements included SC1, EM4, EM8, EM9, PI9, and PI12.

Reliability refers to the degree to which an independent variable is free from error, with the assumption that there is no error in measuring the variable. A questionnaire is considered reliable if an individual's responses to the questions are consistent or stable over time. A variable is deemed reliable if both composite reliability and AVE exceed 0.60. The results of the reliability test after model improvement in the first stage indicated that all Cronbach's alpha values for each variable met the required threshold of >0.60. The Source Credibility variable had an AVE of 0.73 and construct reliability of 0.88. The Information Accuracy variable had an AVE of 0.78 and construct reliability of 0.90. The eWOM variable had an AVE of 0.63 and construct reliability of 0.86. The Consumer Involvement variable had an AVE of 0.74 and construct reliability of 0.89. The Purchase Intention variable had an AVE of 0.69 and construct reliability of 0.83. These results indicate that the indicators for each variable effectively measure the construct and produce consistent results.

The CFA measurement model represents the first stage in SEM analysis. Testing at this stage aims to obtain a fit variable model, which can be used in the subsequent structural

measurement stage of full model analysis. The results of the measurement data analysis indicate that the goodness of fit criteria in this study align with the specified cut-off value criteria. By developing a measurement model with AMOS version 23, the author connected the variables to achieve a fit model. A fit model can be assessed based on the existing goodness of fit during the model drawing process.

At the stage of Structural Equation Modeling (SEM) analysis, the full analysis is conducted after the measurement model test. The structural model tests the causal relationships between constructs after the measurement model has been confirmed to produce a fit model. In this study, data processing was performed using AMOS version 23. Testing using the SEM model is conducted in stages: the first stage involves testing the measurement model to achieve a good model feasibility test, followed by structural testing for each variable in the second stage. If a tested model is found to be not fit, it is important to note and make necessary modifications to the model. During the modification process, it is crucial that any changes or additions to the model are strongly supported by theoretical considerations. Therefore, it is advisable not to modify the model solely to achieve a fit model without a strong theoretical justification. This model feasibility test is used to evaluate the alignment between observational input and predictions from the model being tested. The results of the goodness of fit for the full structural model indicate a CMIN/DF value of 1.262 and a PGFI value of 0.719, which sufficiently meet the specified cut-off value criteria. Additionally, the GFI value is 0.820, the AGFI value is 0.796, the TLI value is 0.724, and the CFI value is 0.744, which are considered marginal but still meet the required cut-off value criteria. However, the probability value, RMSEA, NFI, and PNFI were rejected as they did not meet the cut-off value standards. Despite this, the study can proceed as it has met the necessary research requirements.

Hypotheses Testing

Hypothesis testing is performed in this study to examine the relationships between variables and assess the impact of each variable on the others. Table 2 presents the influence among these variables and the results of the analysis. This influence is measured using the original sample value and the p-value, which indicates whether the proposed hypothesis is accepted or rejected. Further details are provided below:

Table 2. Hypotheses Testing

Direction	Estimate	S.E.	C.R.	P-values	Conclusion
SC → EM	0.593	0.37	1.6	0.011	Accepted
IA → EM	0.137	0.222	0.619	0.536	Rejected
EM → PI	1.595	0.665	2.397	0.017	Accepted
EM_CI → PI	0.007	0.021	0.347	0.729	Rejected

Source: Processed data (2025)

The table indicates that the first hypothesis which examines the antecedent of source credibility on electronic word-of-mouth (e-WOM) is accepted, as the p-value is less than 0.05. The second hypothesis which tests the effect of information accuracy on e-WOM is rejected due to a p-value of 0.536. The third hypothesis which assesses the influence of e-WOM on purchase intention is accepted with a p-value of 0.017. Finally, the fourth hypothesis which investigates the moderating role of consumer involvement between e-WOM and purchase intention is rejected with a p-value of 0.729.

Discussion

The results of the hypothesis testing indicate that H1 in this study is accepted, demonstrating a significant positive effect. Respondents indicated that source credibility impacts electronic

word-of-mouth (e-WOM) in Shopee e-commerce. Specifically, student respondents tend to prioritize source credibility in product reviews, particularly within the beauty product category on Shopee. Research by Aini (2022) supports this finding, showing that source credibility significantly influences the perceived usefulness of e-WOM information. Consumers are more likely to accept relevant and reliable information, which subsequently influences their trust in reviews and their purchasing decisions. Existing literature highlights that source credibility is a crucial factor in determining how consumers accept and trust e-WOM information. The Elaboration Likelihood Model (ELM) theory suggests that when consumers have a high level of involvement with a product, they are more inclined to process information in depth. In this context, consumers in the beauty product category, who may possess more knowledge or interest, pay closer attention to source credibility in product reviews. This study illustrates that consumers are more likely to accept e-WOM when the source of information is deemed credible and relevant to their needs. These results underscore the importance of source credibility in e-WOM, especially on e-commerce platforms like Shopee. With the abundance of information available online, consumers heavily rely on credible sources when making purchasing decisions. In the beauty product category, where accurate information is essential, consumers are likely to seek reviews from sources they consider experts or credible. Therefore, source credibility plays a pivotal role in influencing consumer purchase intentions.

The second hypothesis concerning the antecedents of e-WOM, specifically information accuracy, was rejected. The test results indicated that respondents tended to disregard the accuracy of information in reviews on Shopee e-commerce. This suggests that while seeking beauty product reviews on Shopee, respondents did not take into consideration previous consumer experiences and found the information provided in the reviews to be inconsistent and unreliable. This perspective is supported by Ajzen et al. (2011), who explain, from the Theory of Planned Behavior (TPB) perspective, that information accuracy is not always necessary or sufficient to influence decision-making. They argue that understanding the information consumers possess and how it influences their intentions and actions is more important, regardless of the information's accuracy. Furthermore, research by Dancer et al. (2014) on Dell products shows that if members agree that negative information provided by others about Dell products and services is accurate, it can trigger negative e-WOM. This study supports the finding that the absence of accurate information can lead to negative e-WOM, which does not influence purchase intentions.

A positive and significant influence was observed between e-WOM and purchase intention, supporting the acceptance of hypothesis H3. These results indicate that e-WOM has a notable positive impact on consumer purchase intention. Research by Chetoui et al. (2021) corroborates this finding, demonstrating that e-WOM significantly influences purchase intention. This aligns with findings from Armawan et al. (2023), which state that e-WOM communication has a strong positive effect on purchase intention. Additionally, Khan et al. (2023) found that e-WOM positively influences purchase intention, and Qadri et al. (2023) also report that e-WOM has a significant positive influence on product purchases. However, the results of this study contrast with the findings of Barkah and Febriasari (2022), who stated that e-WOM does not affect purchase intention. The rejection of the results of this study provides further insight into the conditions that can influence the relationship between e-WOM and purchase intention. This finding also supports the ELM, which explains that when consumers are highly involved with a product, they are more likely to process e-WOM information in depth. In this case, consumers who actively search for information about beauty products on Shopee are more likely to trust and be influenced by e-WOM, ultimately affecting their purchase intentions. With the multitude of reviews and information available online, consumers have numerous references to aid their purchasing decisions. The more frequently they search for information through e-WOM, the more likely they are to plan a purchase.

The final hypothesis regarding the moderating role of consumer involvement between e-WOM and purchase intention was rejected. Nevertheless, consumer involvement was found to significantly affect purchase intention, despite not moderating the relationship between e-WOM and purchase intention. This finding suggests that while consumer involvement influences purchase intention, it does not enhance or affect the relationship between e-WOM

and purchase intention. Previous studies by Yan et al. (2016) and Cheung et al. (2008) indicated that consumer involvement could serve as a moderating factor between e-WOM and purchase intention. As involvement increases, individuals tend to exert more effort to understand relevant information, producing more complex interpretations during the information-processing stage. Conversely, when involvement is low, individuals are more likely to rely on peripheral cues, such as the number of arguments or evidence presented. Additionally, research by Park et al. (2007) noted that no study has specifically examined the impact of review characteristics and the moderating role of consumer involvement on consumer purchase intention. This suggests that the use of consumer involvement as a moderating variable between e-WOM and purchase intention remains underexplored, and literature discussing this topic is limited. From the perspective of the ELM, consumer involvement can affect how individuals process e-WOM information. When consumer involvement is high, they tend to process information more deeply and develop more complex interpretations. However, the results of this study indicate that while consumer involvement significantly affects purchase intention, it does not act as a moderating factor that strengthens the relationship between e-WOM and purchase intention. One possible explanation is that in the context of e-commerce, even with high consumer involvement, other factors, such as the credibility of the information source or the relevance of the product to the consumer's needs, may be more dominant in influencing purchase intention. This finding opens avenues for further research on the role of consumer involvement in the context of e-WOM, particularly on e-commerce platforms. Although consumer involvement affects purchase intention, other factors such as the quality of e-WOM, source credibility, or even personal experience may play a more significant role in influencing purchase intention.

CONCLUSION

This study aims to identify factors that influence the formation of electronic word-of-mouth (e-WOM), specifically the credibility of the source and the accuracy of information, in the context of purchase intention for beauty products on the Shopee e-commerce platform. Additionally, this study seeks to determine the moderating role of consumer involvement between e-WOM and purchase intention. The findings indicate that source credibility has a positive and significant impact on e-WOM, serving as an antecedent factor. In contrast, information accuracy does not significantly affect e-WOM, suggesting that it is not an antecedent factor. Furthermore, e-WOM positively and significantly impacts purchase intention. Although consumer involvement influences purchase intention, it does not directly moderate the relationship between eWOM and purchase intention. This implies that e-WOM within the Shopee e-commerce platform effectively drives purchase intention, as credible e-WOM messages help convince consumers when making decisions regarding beauty products.

This study provides strategic insights for e-commerce companies to enhance their quality and emphasizes that credibility and reviews in marketing are crucial for increasing product sales. Consequently, it can serve as a new strategy in the digital marketing landscape that supports economic growth. Future studies should explore additional factors that influence the formation of e-WOM, such as trust, influencer marketing, consumer behavior, and other related variables. Further investigation into the moderating role of consumer involvement in shaping purchase intentions would also provide a deeper understanding of its influence within e-commerce platforms, offering more insights into current trends and strategies in digital marketing.

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