

ABSTRACT

THE EFFECT OF ELECTRONIC WORD OF MOUTH AND PERCEIVED VALUE OF REPURCHASE INTENTION IN SHOPEE

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Shopee is e-commerce for a variety of products and services in the online. Nowadays, there is a shift in consumer activity that initially makes purchases directly start switching to online purchases. One of the implemented marketing strategies on Shopee is Electronic Word of Mouth (e-WOM) and Perceived Value as an e-commerce company with a strong and trusted brand in Indonesia. Electronic Word of Mouth in positive and negative comments reviews and Perceived Value of shopping in Shopee was the background of this study because researchers see the consumer interest in shopping at Shopee by these factors. The purpose of this study was to determine the effect of Electronic Word of Mouth and Perceived Value of Repurchase Intention in Shopee. This type of study was associative research. This study used a Non-Probability sampling method with a Purposive Sampling technique. The number of the sample was 115 people. The analysis technique used Multiple Linear Regression. The result of this study showed that Electronic Word of Mouth and Perceived Value affected the Repurchase Intention in Shopee partially and simultaneously.

Keywords: Electronic Word of Mouth, Value Perception, Repurchase Intention

