

# THE INFLUENCE OF SOCIAL INFLUENCE AND PEER INFLUENCE ON INTENTION TO PURCHASE IN E-COMMERCE

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**Abstract:** The development of information technology increases the number of active users of mobile phones and several platforms in it, such as e-commerce. Social groups and peers influence determining consumer behavior to make purchasing decisions on e-commerce. The purpose of this study was to determine the effect of social influence and peer influence on the intention to purchase on e-commerce which is supported by the theory of TPB (Theory of Planned Behavior) and TAM (Technology Acceptance Model). The data in the study were obtained from 338 students in Surabaya who had shopped through e-commerce. This study uses Confirmatory Factor Analysis to determine the validity and reliability of the construct and Partial Least Square in testing the relationship between the variables. The results of the analysis have proven that social influence and peer influence variables have a significant influence on attitudes towards using e-commerce and intention to purchase. Social and peer influence can influence behavior in making purchasing decisions among consumers, especially teenagers through trust, interaction, habits, recommendations, and information provided. This research is expected to provide knowledge to sellers in e-commerce for the development of marketing their products and services in the future.

**Keywords:** social influence, peer influence, attitude towards using e-commerce, intention to purchase, e-commerce

## A. INTRODUCTION

Information technology, especially the internet, has penetrated all aspects of people's lives because of its sophistication and innovation, which provides many

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conveniences. This development is also accompanied by the increasing need for mobility in Indonesia. Mobile phone is one of the platforms with various functions and advanced features to support these needs. According to APJII data (2020), the number of active mobile phone users in Indonesia reached 196.7 million at the end of 2020, or 73.7% of the total population of Indonesia.

The high number of active mobile phone users certainly provides dependence on the platforms in it, such as mobile apps. Mobile apps have provided convenience in various fields, one of which is in the world of trading. Because of the reasonably close synergy between the world of trade and technology, a new term has emerged, which is often called e-commerce, which is a form of internet use through applications that includes buying and selling goods or services between individuals and company (Laudon et al., 2014, p. 10). Databoks (2019) also stated that the percentage of e-commerce service usage in Indonesia has reached the highest figure in the world, 96%. E-commerce is becoming increasingly superior in business transactions, thus changing consumer habits from direct shopping to online shopping.

Online shopping activities have become the primary means of society to meet their wants and needs. This makes business people increasingly compete in marketing their products or services through social media by using the services of reviewers to attract consumers to shop. Several previous studies have also stated that consumer principles in purchasing decisions are influenced by the opinions of their communities (Kusuma & Hermawan, 2020; Shafitri, 2019; Kurniasari & Budiarmo, 2018). The opinion includes recommendations, experiences, and information from peers and social influencers related to the products or services offered. These influencers are considered influential in spreading information digitally to their followers through EWom (electric word of mouth) and media posts on their platforms so that they can make their followers behave based on what they say.

Therefore, this study was conducted to determine the influence of social influence and peer influence on attitudes towards using e-commerce and intention to purchase, which is supported by the theory of TAM (Technology Acceptance Model) and TPB (Theory of Planned Behavior) as a form of development of both theories.

## **B. LITERATURE REVIEW**

### **1. Theory of Planned Behaviour**

TBP (theory of planned behavior) theory is a model that describes the formation of a person's behavior due to a person's intention to behave in this way (Ajzen & Fishben, 1969). In this theory, three factors have been introduced that influence a person's intention to behave: attitude toward the behavior, perception of behavioral control, and subjective norms. Attitude toward the behavior is a person's judgment when he sees a behavior, for example bad or good, disagreeing or agreeing, and so on. Perception of behavioral control is a person's perception of their difficulty or ease in behaving. At the same time, subjective norms are a person's consideration to behave based on the views of others in their environment. This theory aims to determine a person's intentions and behavior toward e-commerce. In addition, previous research has also proven that business people often apply this theory to establish marketing strategies to increase their sales (Romindo et al., 2019; Roni, 2019; Nuryani, 2014).

### **2. Technology Acceptance Model**

TAM (technology acceptance model) theory is a model that estimates how users behave when receiving a technology based on its perceived usefulness (Davis, 1989). Previous research stated that there are three social influences that also affect a person's attitude toward accepting technology (acceptance),” namely compliance, internalization, and identification (Malhotra & Galletta, 1999). When a person complies with technology due to its social influence, there is an adverse possibility related to the person's behavior to use new information systems in the future. On the other hand, when a person has a feeling of identification and internalization of technology due to its social influence, there is a positive possibility regarding the person's behavior to use a new information system in the future. Several other studies also state that tam theory is often used to predict e-commerce acceptance in consumers supported by elements of trust (Riyananta, 2018; Rosyida, 2017).

### 3. Social Influence

Social influence is a person's behavior or decision influenced by the meeting of their social groups (Wang & Lin, 2011). Such decisions may include a person's beliefs, attitudes, behaviors, or opinions about using, purchasing, and responding to a product or service offered. In addition, the decision may also be influenced by others who do the same or the existence of status and role in using the product or service.

Some of the indicators included are the influence of sellers, the influence of buyers, the influence of social influences, the influence of people with similar interests, someone who is a significant influence, and positive social feedback. For example, someone who is essential from family members or social media (influencers), someone who has the authority to decide their actions (decider), someone who supervises their actions (gatekeeper), someone who buys products or services (buyer), someone who uses goods or services (user), someone who processes products or services as he wishes (disposer), someone who chooses a product or service based on his social status, someone who chooses a product or service based on his or her duties. According to Rangkuti (2014), social influence positively influences a purchasing decision. In addition, Hum et al. (2017) also stated that social influence has a positive influence on a person's confidence to buy a product or service.

Several previous studies stated that social influence positively affects attitudes toward using e-commerce (Kusuma & Ulung, 2020; Oliveira et al., 2016; Zhou et al., 2015; Weisberg et al., 2011). In addition, Chiu et al. (2012) also found that social influence is a determinant of attitude toward using e-commerce for all ages and groups. Based on the description, the researcher formulated the first hypothesis (H1) as follows:

H1: Social influence has a positive effect on attitude toward using e-commerce

### 4. Peer Influence

Peer influence is a person's behavior or decisions influenced by the interaction of their peer group or social circle. A person's social circle usually includes the individual's friends (Khare & Pandey, 2017). The decision is the act of a

person to buy, use, or respond to a product or service based on information, encouragement, and experience gained from his closest friends or family.

Some indicators include friends who provide information, colleagues who discuss information, recommendations of colleagues, peers who do things consistently, colleagues who often share experiences, and friends who often share knowledge. Examples include best friends, gang members, people who have romantic relationships, and colleagues from their social groups who regularly gather. In addition, several previous studies have also stated that peer influence has a positive effect on determining interest and purchasing decisions (Wardani, 2020; Gulati, 2017; Viswanathan & Jain, 2013; Gillani, 2012; Shen & Lin, 2009).

Several previous studies have stated that peer influence positively affects attitudes toward using e-commerce (Walumbwa et al., 2017; Aprilia & Lili, 2016; Aisyah, 2014; Gillani, 2012). According to Graf et al. (2018), if a friend adopts a certain technology, then there is a high probability of another friend doing the same. In addition, attitude towards using e-commerce is also influenced when someone sees their social group using the technology (Carter & Yeo, 2016). Based on the description, the researcher formulated the second hypothesis (H2) as follows:

H2: Peer influence positively affects attitude towards using e-commerce

## **5. Attitude toward Using E-Commerce**

Attitude towards using e-commerce is a reaction to actions taken by individuals regarding how much effort a person tries and does his plan to use e-commerce (Chen et al., 2015). The reaction can be positive or negative responses that indicate user interest after using a product or service (Chen et al., 2015). This acceptance attitude has a significant effect on a person's behavior to continue using the product or service.

Some indicators include acceptance attitudes, assessments, benefits, and pleasant experiences in using technology. Several previous studies have stated that attitude toward using e-commerce is the primary key to the successful acceptance of a product or service (Priyanto et al., 2017; Prianata et al., 2017; Medyawati et al., 2011). In addition, Chauhan (2015) also argues that attitude

towards using is often used to evaluate the extent to which a person uses technology in helping their work.

Increasing someone's interest in e-commerce will increase their interest in making transactions (purchases) on e-commerce. This fact is supported by several previous studies that state that someone with a positive attitude toward using e-commerce tends to have the intention to purchase compared to someone with an attitude toward using e-commerce the negative (Law et al., 2016; Thuy et al., 2015). In addition, several previous studies have also stated that attitude toward using e-commerce positively affects the intention to purchase (Law et al., 2016; Thuy et al., 2015; Maima, 2012). Based on the description, the researcher formulated the third hypothesis (H3) as follows:

H3: Attitude towards using e-commerce positively affects intention to purchase

## **6. Intention to Purchase**

According to Putrevu and Lord (1994), the intention to purchase is a consideration, interest, or behavior that encourages a person's intention to buy a product or service. According to Shah et al. (2012), the intention to purchase is a type of decision-making by studying specific reasons for buying a brand. In addition, Pramono (2012) also defines intention to purchase as a form of consumer stages in determining their choices consisting of several brands in the device of choice.

Some indicators include a person's interest, interest, or trust in owning a product or service, trying a product or service, and determining their purchasing decision. Previous research by Liu et al. (2020) also stated that the intention to purchase is conceptualized as an individual's intention to buy a product or service.

According to Bernard et al. (2015), good social influence will affect consumers to make transactions on specific e-commerce sites. In addition, several previous studies stated that social influence positively affects the intention to purchase (Veronica & Rodhiah, 2021; Lubis, 2019; Husnain, 2017). Based on the description, the researcher formulated the fourth hypothesis (H4) as follows:  
H4: Social influence has a positive effect on the intention to purchase

According to Nielsen (2013), consumers who receive information from peers, colleagues, and family members (peer influence) will be more confident buying a product or service than referring to salespeople and advertising. In addition, several previous studies have also stated that peer influence positively affects the intention to purchase (Thomas & Johnson, 2017; Abubakar et al., 2016; Cahyo, 20130). Based on the description, the researcher formulated the fifth hypothesis (H5) as follows:

H5: Peer influence positively affects the intention to purchase

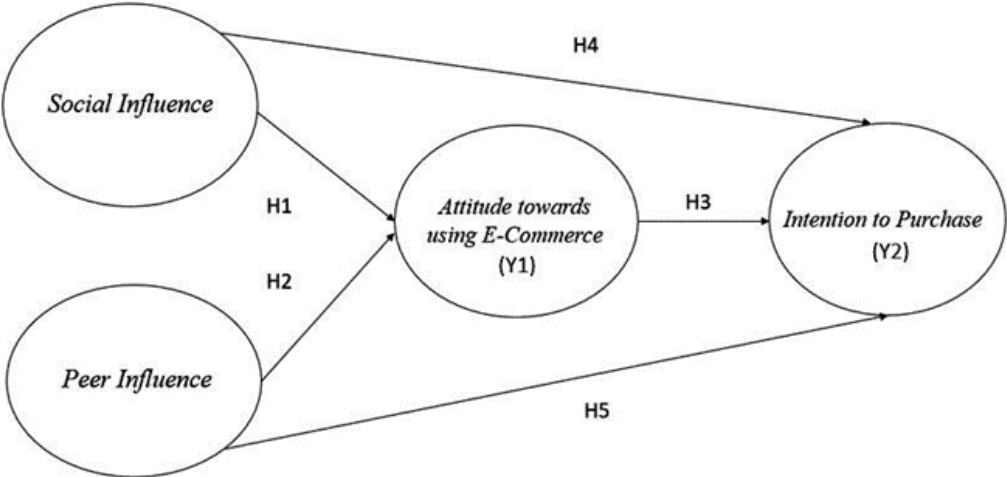


Figure 1 Research Model  
Source: Author’s Processing, 2021

C. RESEARCH METHODS

The research method used in this study is quantitative. This study uses quantitative methods to test the hypothesis that has been made, namely analyzing the influence of social influence and peer influence on attitudes towards using e-commerce and intention to purchase. The population in this study were students in the city of Surabaya who used e-commerce for shopping. The students in Surabaya as a metropolis city used as the regional representative population in Indonesia that using e-commerce. The sample used in this study was a non-probability sampling technique using the purposive sampling method. The

sample criteria used in this study were domiciled students in Surabaya. The total sample was 338 respondents.

This study takes data sources, namely primary data. Primary data is obtained directly through the distribution of questionnaires online using Google Forms which contains statements about social influence, peer influence, attitude toward using e-commerce, and intention to purchase using e-commerce. This study used a primary data measurement scale using an interval scale. There are seven indicators of the interval scale in answering, namely (1) strongly disagree, (2) disagree, (3) do not agree, (4) neutral, (5) quite agree, (6) agree, and (7) strongly agree.

This study used descriptive statistical analysis methods to analyze. The descriptive analysis calculates and analyzes the data already obtained (Maswar, 2017). The description of the research data consists of variables and their indicators. The description of the respondent's data consists of the respondent's name, the respondent's age, the respondent's education level, the place respondent stays, and the respondent's monthly expenses in shopping through e-commerce. In addition, data analysis in this study uses partial least square (PLS) in a quantitative analysis approach.

Partial least square (PLS) is a multivariate analysis technique that can handle and is a comparison between dependent and multiple independent variables (Santoso, 2014). The purpose of partial least square (PLS) is to create the best weight component of the endogenous variable to determine the influence of the variables X and Y and explain the relationship between these variables.

The first stage in conducting data analysis is the outer model test which includes a validity test to show research results with certain criteria that the community will accept. This test uses external and internal validity in its application (Abdillah et al., 2015). The PLS validity test has a convergent validity, which is judged from the relationship between the construct score and the item score called the loading factor. In addition, the indicator to measure the construct score together with the rule of thumb can be used as the fulcrum of the initial examination with a good value of  $\pm 30$  to  $\pm 40$  and a significant value of  $\pm 50$ . Meanwhile, outer loading must be greater than 0.7, the Average Variance Extracted (AVE) must be greater than 0.5, and the commonality must be greater than 0.5. In addition, there is also the validity of discriminants where



the validity has been measured based on cross-loading, construct, and reliability of the composite. There are two methods in the validity of discriminants: Cronbach's alpha and composite reliability. Cronbach's alpha is used to measure the lower limit on construct reliability, provided that its value must be greater than 0.6. While composite reliability is used to measure the reliability value of an existing construct, provided that the value must be greater than 0.7 (Abdillah et al., 2015).

The next outer model test is to use a reliability test to ensure the consistency of these measurements on various existing items so that they can find out the extent to which errors may occur. In its application, the reliability test has a condition that it can be accepted. Namely, the alpha value must be greater than 0.6, and the composite reliability value must be greater than 0.7. However, if the value is 0.6, the test is still acceptable (Abdillah et al., 2015).

The second stage in conducting data analysis is to use the inner model test which includes the value of R Square (R<sup>2</sup>) to measure how much change occurs on independent variables and dependent variables. In addition, the research model will also be proven better supported by the high value of Q square (Q<sup>2</sup>). The value of Q square (Q<sup>2</sup>) can be calculated with the formula:  $Q \text{ square } (Q^2) = 1 - [(1 - R1) \times (1 - R2)]$ . A model concluded can show predictive relevance when its Q square value is greater than 0, whereas when its Q square value is smaller than 0, then the model cannot show predictive relevance.

The last stage in conducting data analysis is to test hypotheses which aim to find out the comparison of outer loading and path coefficients in T-table values and T-statistics values. In its application, this test uses a significance level of 5% or 1.96 (Hadikusuma & Jaolis, 2019). If the T-statistics value is smaller than the T-table value, it cannot be said to be significant, while when the T-Statistics value is greater than the T-table value, it can be said to be significant.

## D. RESULT

### 1. Demographic Data Results (Respondent Profile)

This study was conducted by distributing questionnaires to 338 respondents with the criteria of students in Surabaya who had shopped through e-commerce consisting of 42% male and 58% female. From the results of research obtained

with five categories of e-commerce shopping places, it is known that Tokopedia is the most frequently used e-commerce, with 59.2% of respondents. Then, the one included in the second place in the most frequently used e-commerce category is Shopee, with a total of 37.3% of respondents. And the rest, 11.7%, use Lazada, Bukalapak, and blibli.

Most of the respondents' spending on online shopping in 1 month is less than Rp.1,000,000 (72.5%). The other 19.5% is between Rp.1,000,000-3,000,000. At the same time, the lowest is found in the expenditure of more than Rp.3,000,000 in a month (8%). And the average frequency of respondents' shopping through e-commerce in 1 month was obtained, and the number of respondents who made transactions less than 5x, which was 70.1%. Furthermore, 24% of respondents made 5–10x transactions, and the rest made more than 10x transactions in 1 month, as much as 5.9%. Based on the characteristics of the goods most often purchased in e-commerce are electronic goods at 33.1%, followed by food and beverages at 23.7%, and the remaining 43.2% are included in beauty products, fashion, household goods, health, automotive, toys, and hobbies.

## 2. Reporting Research Results

This study uses the confirmatory factor analysis (CFA) method as a guideline to find out how much influence the observed variables have in forming a factor (Sutrisno, 2019). CFA can also test the reliability and validity of any latent variable. Table 1 shows the results of the partial least square method along with composite variables on the indicator and its validity test. Meanwhile, the reliability test uses product moment and Cronbach alpha. The table also shows that all valid indicators are used to measure the relationship between variables because their values are more significant than 0.5.

According to Hair et al. (2007), testing the reliability of latent constructions can be measured by calculating the Cronbach alpha coefficient, where the value must be greater than 0.7 to show good results. The requirements for CFA analysis are factor loading  $> 0.5$ , AVE  $> 0.5$ , and composite reliability  $> 0.7$  (Hair et al., 2010) so that it can produce the expected R-Square value, which is greater than 0. In addition, table 2 shows that the model used in this study has

met the requirements, namely the value of R-square attitude toward using e-commerce (Y1) of 0.685 and intention to purchase (Y2) of 0.746.

This means that the attitude towards using the e-commerce (Y1) model can explain the variables of social influence (X1) and peer influence (X2) by 68.5%, and the remaining 31.5% is explained by other variables outside the study. In addition, the intention to purchase (Y2) model can explain the variables of social influence (X1) and peer influence (X2) by 74.6%, and the remaining 25.4% is explained by other variables outside the study.

**Table 1 Confirmatory Factor Analysis**

Latent Construction	Observed Variables	Factor Loading
Social Influence (X1)	Substantial influence on seller	0,820
	Substantial influence on buyer	0,864
	Social Influence Effect	0,813
	People with the same interest influence	0,860
	Someone important influence	0,850
	Positive social feedback	0,862
Peer Influence (X2)	Peers give information	0,825
	Peers discuss information	0,872
	Peers recommendation	0,874
	Peers do something consistently	0,757
	Peers share experience	0,876
	Peers share knowledge	0,892
Attitude toward Using E- commerce (Y1)	Benefiting from a technology	0,898
	Feeling the value of a technology	0,914
	Interest in technology	0,924
	Fun experience using technology	0,912
Intention to Purchase (Y2)	Interested in owning a product	0,926
	Consider making a purchase	0,825
	Interested in trying	0,922

Source: Author's Processing, 2021

**Table 2 Models of Validity and Reliability**

Latent Construction	Cronbach's Alpha	Average Variance Extracted	Composite Reliability	R Square
Social Influence (X1)	0,920	0,714	0,937	
Peer Influence (X2)	0,923	0,723	0,940	
Attitude Toward Using E- commerce (Y1)	0,948	0,827	0,960	0,685
Intention to Purchase (Y2)	0,872	0,797	0,921	0,746

Source: Author's Processing, 2021

Table 3 Hypothesis Test

Hypothesis	Description	Path Coefficient	T-Statistics	Information
H1	Social Influence → attitude toward using e- commerce	0.672	12.985	Accepted
H2	Peer influence → attitude toward using e-commerce	0.231	4.508	Accepted
H3	Attitude toward using e-commerce → intention to purchase	0.598	6.760	Accepted
H4	Social influence → intention to purchase	0.261	3.374	Accepted
H5	Peer influence → intention to purchase	0.064	2.064	Accepted

Source: Author’s Processing, 2021

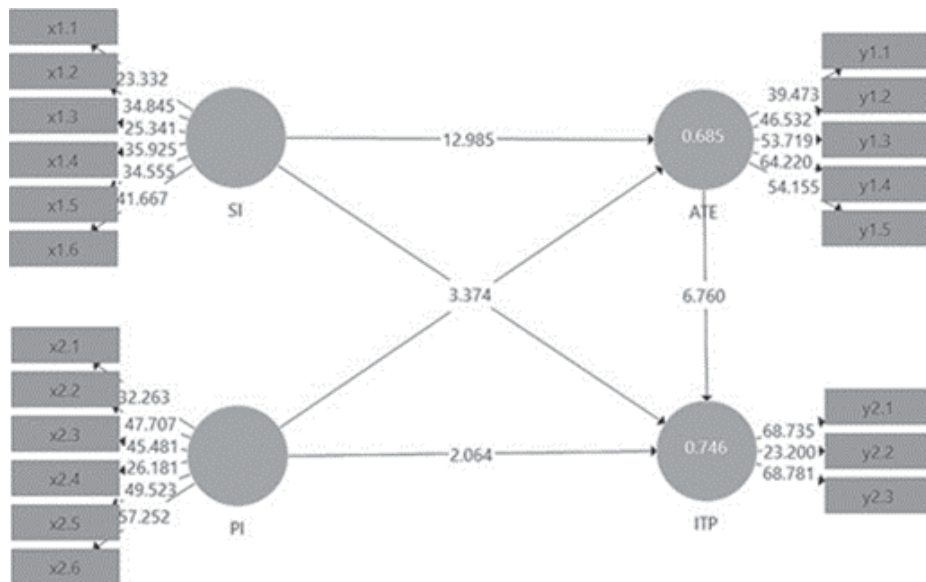


Figure 2 Partial Least Square Model  
 Source: Author’s Processing, 2021

### 3. Hypothesis Test

Table 3 shows the results of significant values of path coefficients obtained from 338 respondents as samples in the study. The table can interpret each coefficient, including: (H1) social influence has a significant positive effect on attitude towards using e-commerce with a path coefficient value of 0.672 and a

T-Statistics value of 12,985, (H2) peer influence has a significant positive effect on attitude toward using e-commerce with a path coefficient value of 0.231 and a T-Statistics value of 4.508, (H3) attitude toward using e-commerce has a significant positive effect on the intention to purchase with a path coefficient value of 0.598 and a T-Statistics value of 6,760, (H4) social influence has a significant positive effect on the intention to purchase with a path coefficient value of 0.261 and a T-Statistics value of 3,374, (H5) peer influence has a significant positive effect on the intention to purchase with a path coefficient value of 0.064 and a T-Statistics value of 2.064.

## E. DISCUSSION

The results of the data above show that five hypotheses have a significant influence on existing variables. The first hypothesis test states that there is a significant influence between social influences on attitude toward using e-commerce. Social factors have played an essential role in a person's behavior in accepting e-commerce technology (Rahmaniah, 2020; Aprilia, 2016). This is because consumers are often active in their social environment, so social factors around them will also influence their thinking and behavior patterns. When the surrounding community or important people for consumers have a positive attitude towards e-commerce, consumers also tend to have a positive attitude towards e-commerce. The results of this test also support previous research which argued that social influence and attitude towards using e-commerce have a significant relationship (Kusuma & Ulung, 2020; Krishnan et al., 2017; Wibowo & Mudiantono, 2016; Schiffman & Wisenblit, 2015; Ha & Tam, 2015; Chiu et al., 2012).

The results of the second hypothesis test showed a significant impact between peer influences on attitudes toward using e-commerce. According to Graf et al. (2018), the presence of peers who support a person's attitude will also influence consumers to behave this way. If a friend successfully adopts a certain technology, then it is very likely that the other friend will do the same. In addition, a person will have a positive attitude towards e-commerce if they see a close friend or partner getting positive benefits and recommending the technology (Robin, 2016). In addition, the test results also show that consumer

attitudes toward e-commerce are often influenced by information and experiences obtained from their peers. Several previous studies have also stated that there is a significant relationship between peer influence and attitude toward using e-commerce (Walumbwa et al., 2017; Zhang et al., 2017; Aprilia & Lili, 2016; Carter & Yeo, 2016; Aisyah, 2014; Gillani, 2012).

The results of the third hypothesis test state that there is a significant effect between the attitude toward using e-commerce and the intention to purchase. When someone has a positive attitude, such as being happy, interested, and getting information about certain e-commerce, their purchase intention will also increase. This positive attitude often arises based on the judgment, benefits, and pleasant experiences they get in using e-commerce. Several previous studies have also proven that there is a significant relationship between attitude toward using e-commerce and intention to purchase (Kusuma & Ulung, 2020; Cantona & Renno, 2017; Sianadewi et al., 2017; Law et al., 2016; Robin, 2016; Thuy et al., 2015; Nazar & Syahrani, 2014; Jalilvand, 2012).

Subsequent hypothesis testing proved a significant influence between social influences on the intention to purchase. Opinions and information from both family and social influencers that a person trusts can encourage their intention to make a purchase. The purchase intention arises when a person has much knowledge related to the desired product. However, if there is little knowledge, then opinions from their social environment play an important role in their purchasing decisions (Chinomona, 2013). This is also shown from the test results, which state that essential people and people with the same intention can influence consumers to make transactions on certain e-commerce.

Some of these statements are supported by previous research that proves a significant relationship between social influence and intention to purchase (Veronica & Rodhiah, 2021; Anjani & Irwansyah, 2020; Lubis, 2019; Husnain, 2017; Ha & Tam, 2015).

The final hypothesis test resulted in a significant relationship between peer influence and intention to purchase. These findings align with several previous studies that argue so (Krishnan et al., 2017; Thomas & Johnson, 2017; Robin, 2016; Abubakar et al., 2016; Cahyo, 2013; Nielsen, 2013). The test results also prove that consumers often buy a product or service based on recommendations and knowledge from their peers who also buy the product or service. A person's

behavior in making purchasing decisions will be more easily influenced by trusted colleagues who often interact with him. Consumers become more confident in choosing a product or service based on the opinions of their peers rather than being referred to through advertisements or salespeople. In addition, they will also discuss in advance with their peer groups to assist them in making decisions.

## F. CONCLUSION

The results of the study concluded that the intention to purchase in e-commerce is significantly influenced by social influence, peer influence and attitude towards using e-commerce. Opinions and information from both family and social influencers that a person trusts can encourage their intention to make a purchase because a person's behavior in making a purchase decision will be more easily influenced by colleagues who are trusted and often interact with him. In addition, when a person has a positive attitude, such as being happy, interested and getting a lot of information about certain e-commerce, then his purchase intention will also increase. This then proves that consumers become more confident in choosing a product or service based on the opinions of their peers.

Based on the research conducted, e-commerce companies are expected to be able to consider the marketing strategies and services of influencers selected to convey information and knowledge related to the products or services offered or introduced. In the research by (Vincencia & Christiani, 2019), the statement is supported, in which marketing strategies are positively related to the acceptance of e-commerce. This is done so that the information can be conveyed to potential consumers effectively and efficiently.

In addition, the trust built by social influencers with their followers causes a positive acceptance of an e-commerce brand and can certainly encourage their intention to make transactions on the e-commerce. It is also important for e-commerce companies to pay attention to factors such as using brand ambassadors to get consumers interested in using e-commerce. This statement is supported by an opinion (Sagala & Mulyaningsih, 2017) which states that brand ambassadors will help build stronger feelings between e-commerce companies and consumers. This is done in order to achieve success in fostering a positive attitude towards using e-commerce.

In addition, the appearance of e-commerce will also significantly affect the attitude towards using e-commerce to make these consumers recommend to their social environment, namely by managing applications well and attractively and consistently providing good services for consumers through content and technical e-commerce applications with providing creativity regarding product information to make it easier to understand, this opinion is in line with previous research (Hotlan, 2014; Sheila et al., 2019). Because based on the results of research, if someone has a good experience in e-commerce, then they can influence the environment around them to use these services or products. Not only that, e-commerce companies are also advised to implement e-WOM marketing strategies in e-commerce. Through this e-WOM strategy, it can provide a means of influencing a person's decision to buy a product or service without having to meet each other face to face, the result is proven by previous research (Setiyono & Dewi, 2017). E-commerce is also recommended to add interactive features so that consumers get information through e-WOM that already exists in e-commerce. The limitation of this study is the scope which is only taken in Surabaya.

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