

ABSTRACT

This study aims to analyze and examine the factors that influence Electronic Word of Mouth on Shopee e-commerce users. According to data from jakpat.net, Shopee e-commerce users' interest in recommending a marketplace platform is still low by Shopee in 2021. This is in line with the phenomenon that exists in Shopee e-commerce, where there are still many Shopee users giving complaints and negative reviews/comments in online media. such as: Instagram, Twitter and Playstore. The sample in this study was 120 respondents, namely Shopee users in the city of Semarang.

The sample collection method used is non-probability sampling with a purposive sampling approach by distributing questionnaires to the respondents which are specifically addressed to the people of Semarang City. In this study, a theoretical model was developed by proposing six hypotheses to be tested using the Structural Equation Modeling (SEM) analysis tool operated through the Analysis Moment of Structural (AMOS) version 22.0.

The results of this study indicate that limited time scarcity and limited quantity scarcity have a positive and significant effect on perceived arousal, and the perceived arousal variable has a positive and significant effect on EWOM. as well as the perceived usefulness and perceived ease of use variables have a positive and significant effect on consumer satisfaction, but the consumer satisfaction variable on Shopee e-commerce users' EWOM has a negative influence.

Keywords: *Limited Time Scarcity, Limited Quantity Scarcity Perceived Ease of Use, Perceived Usefulness, Perceived Arousal. Consumer Satisfaction, EWOM*