

ABSTRACT

This study explores the impact of Electronic Word of Mouth (eWOM) on customer purchase decisions in Indonesia's e-commerce sector, focusing on Shopee Platform. It examines how review credibility, volume, and visual based versus text-based content influence consumer trust and purchasing behavior (Chevalier & Mayzlin, 2006; Floyd et al., 2014). The research finds that positive eWOM significantly boosts consumer confidence, increasing purchase decisions. Additionally, visual-based eWOM has a stronger impact than text-based content (Sen & Lerman, 2017). Influenced by collectivist cultural values, Indonesia consumers heavily rely on peer recommendations when making decisions (Hofstede, 1980; Wahyuningjati & Purwanto, 2024). This study provides insights into digital consumer behavior in Indonesia, offering valuable guidance for businesses aiming to optimize online engagement and enhance trust in digital marketplace.

Key words: Electronic Word of Mouth (eWOM), Consumer Purchase Decision, E-Commerce, Shopee, Indonesia, Online Reviews, Digital Consumer Behavior.