

ABSTRACT

This study aimed to analyze the effect arising from E-WOM, Web Design Quality and Advertising Value to Purchase Intention on the B2C e-commerce site Matahari Mall. The variables used in this study is E-WOM, Web Design Quality and Advertising Value as an independent variable, and Purchase Intention as the dependent variable. The sample in this study were 100 respondents that is active internet users who have made purchases of products online at least 1 time.

The method used is non-probability sampling by distributing questionnaires to the respondents. The analysis method used in this study is quantitative method including validity and reliability test, classic assumption test, multiple regression analysis, T test, F test, and coefficient determination using SPSS 23.0 analysis tool.

The result of this study shows that E-WOM, Web Design Quality and Advertising Value have such positive and significant effect to Purchase Intention.

Keywords: E-WOM, Web Design Quality, Advertising Value and Purchase Intention