ABSTRACT

The advancement of digital technology has transformed consumer behavior in searching for and utilizing information, including in the decision-making process of purchasing. Electronic Word of Mouth (eWOM) has become one of the key factors influencing purchase intention, particularly in the restaurant industry. This study aims to analyze the influence of eWOM Attitudes Towards Information, eWOM Usefulness, and eWOM Credibility on Purchase Intention, with eWOM Adoption as a mediating variable among consumers of Sushi Hiro Semarang.

This research employs a quantitative approach. The population of the study consists of consumers of Sushi Hiro Semarang, with a total of 211 respondents. The sample was determined using purposive sampling. Data were collected through questionnaires and analyzed using Structural Equation Modeling (SEM) with AMOS to examine relationships among variables, validity, reliability, and model fit.

The findings reveal that eWOM Attitudes Towards Information, eWOM Usefulness, and eWOM Credibility have a positive and significant effect on both eWOM Adoption and Purchase Intention. Moreover, eWOM Adoption is proven to mediate the influence of independent variables on Purchase Intention. These results highlight that consumers' perceptions of attitudes, usefulness, and credibility of eWOM information are crucial determinants in driving purchase intention, with information adoption serving as the primary bridge.

In conclusion, eWOM plays a strategic role in shaping the purchase intention of Sushi Hiro Semarang's consumers. Theoretically, this study strengthens the relevance of the Information Adoption Model (IAM) in the context of digital marketing. Practically, the results provide implications for Sushi Hiro's management to optimize digital marketing strategies through online reviews, focusing on enhancing the quality, credibility, and usefulness of information to more effectively influence consumer purchasing decisions.

Keywords: Electronic Word of Mouth (eWOM), eWOM Attitudes Towards Information, eWOM Usefulness, eWOM Credibility, eWOM Adoption, Purchase Intention