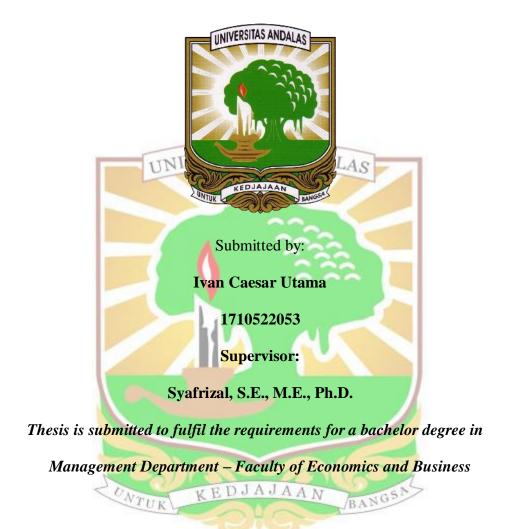
Impact of Social Media Advertising and e-WOM to Online Purchase

Intention at Shopee Marketplace

Thesis



BACHELOR DEGREE INTERNATIONAL MANAGEMENT

MANAGEMENT DEPARTMENT

FACULTY OF ECONOMICS AND BUSINESS

ANDALAS UNIVERSITY

PADANG

2024



Alumni Number at University

Ivan Caesar Utama

Alumni Number at University

a) Place/Date of Birth: Lubuk Sikaping/March 4th, 1999 b) Parents' Name: Ansirman and Yendri c) Faculty: Economics and Business d) Department: International Management e) NIM: 1710522053 f) Date of Graduation: July 29th, 2024 g) Graduation Predicate: Very Satisfactory h) GPA: 3.48 i) Duration of Study: 7 years h) Parents' Address: Jalan KKN, Nagari Lingkuang Aua, Simpang Empat, Pasaman Barat.

Impact of Social Media Advertising and e-WOM to Online Purchase Intention at Shopee Marketplace

Thesis By: Ivan Caesar Utama

Supervisor: Syafrizal, SE., ME., Ph.D.

ABSTRACT

This study investigates the impact of social media advertising (focusing on the dimensions of informativeness, interactivity, perceived relevance) and electronic word-of-mouth (e-WOM) on online purchase intention at Shopee Marketplace. Data were collected through an online questionnaire from 100 respondents in West Pasaman and analyzed using SPSS. The results show that while all dimensions positively influence e-WOM, not all have a significant impact on online purchase intention. The research underscores the importance of engaging interactions and useful information in attracting consumer attention. Shopee effectively uses platforms like Facebook, Instagram, and TikTok to create targeted, visually engaging, and personalized ad campaigns that resonate with user interests and behaviors, thereby enhancing ad relevance and motivating purchase intentions. Additionally, positive e-WOM, through reviews, ratings, and recommendations, builds trust and credibility, driving consumer engagement and conversion rates. The study suggests that Shopee's strategy of creating relevant advertisements and leveraging e-WOM is crucial in shaping consumer behavior in the competitive e-commerce landscape.

Keywords: Social Media Advertising, e-WOM, Online Purchase Intention

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Name	Syafrizal, SE, ME, Ph.D	Fajri Adrianto, SE. M.Bus (Adv) Ph.D	Hendra Lukito, S.E., M.M., Ph.D
Acknowlee ad of Man	dgement, agement Department		Allarte

Hendra Lukito, S.E., M.M., Ph.D

NIP. 197106242006041007

	Faculty/University Officer		
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