

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

**Intention at Shopee Marketplace**

**Thesis**



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

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### 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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