

The Determinant of Positive eWom Intention: Perspective Social Media Users

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ABSTRACT

The current technology, whose acceleration rate is high-speed, cannot be denied. You can see that all the tools are getting more advanced, and anything is quicker and easier. Especially now, everyone can do anything via smartphones, from reading newspapers to paying bills to shop online. Consumers need to open a smartphone, select the desired item, make payments and wait for the goods to arrive in front of their house (Sazali & Rozi, 2020). The presence of smartphones and online shopping makes communication between consumers and a particular company or brand easier (Parvin et al., 2020). Another more straightforward thing is that some sellers allow cash on a delivery payment system or goods pay when they arrive home. The following reason why online shopping is more popular now is that the price is lower, there is no need to come directly to the store, the area is not a barrier for consumers, it can access 24 hours, and there is even a free shipping fee (Muljono et al., 2018). The many conveniences that can obtain in shopping online make Indonesians more consumptive. But here's a positive that marketers should quickly grasp. Given the substantial population of Indonesia, and also have the characteristics of each individual. The diverse characteristics of the Indonesian population and the needs and desires of consumers for the products that consumers will buy are different. For example, in terms of sports goods (Nike, Adidas, and Reebok), fast fashion (Zara, H&M, Uniqlo), and also smartphones (Apple, Samsung, and Huawei). The shift in online behavior currently happening in Indonesia is a new opportunity (Nurjanah et al., 2019). The number of these factors is a challenge for marketers to increase sales and reach the target market. In the past, social media was created only as a means of entertainment for its users. Still, now social media is a source of consumer information, and the evolution of social media use is pervasive in the business world (Yuan et al., 2021).

Keywords: Brand trust, online brand community trust, brand attachment, repurchase intention, positive eWOM intention