

***RELATIONSHIP ELECTRONIC WORD OF MOUTH AND
PERSONAL INNOVATION ON PURCHASE INTENTION IN
SHOPEE APPLICATIONS IN MILLENNIALS IN SOUTH
JAKARTA***

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ABSTRACT

This study aims to determine the relationship of Electronic Word of Mouth and Personal Innovation on Purchase Intention in shopee applications in millennials in south Jakarta. a sample of 400 respondents from all millennials at the age of 20 - 35 years old in southern Jakarta with sample selection using incidental techniques. The instruments in this study were Electronic Word Of Mouth which was adapted with an alpha coefficient of 0.937, Personal Innovativeness with an alpha coefficient of 0.858 and Purchase Intention with a coefficient of 0.916. From the results of the study note the correlation coefficient of Electronic Word of Mouth with Purchase Intention of 0.716 with a significance value of 0.000 ($p < 0.05$) which indicates that there is a significant positive relationship between Electronic Word of Mouth with Purchase Intention. and the correlation coefficient of Personal Innovation with Purchase Intention of 0.489 with ($p < 0.05$) which indicates that there is a significant positive relationship between Personal Innovation and Purchase Intention. This can be interpreted that the higher the Electronic Word of Mouth, the higher the Purchase Intention, and vice versa, the lower the Electronic Word of Mouth, the lower the Purchase Intention and the higher the Personal Innovation, the higher the Purchase Intention, and vice versa, the lower the Personal Innovation, the lower the Purchase Intention. And there is also a significant relationship when testing differences between men and women in the variable Personal Innovation.

Keyword : Electronic Word of Mouth, Personal Innovation, Purchase Intention

**HUBUNGAN *ELECTRONIC WORD OF MOUTH* DAN INOVASI
PERSONAL TERHADAP *PURCHASE INTENTION* DI
APLIKASI SHOPEE PADA GENERASI MILENIAL DI
JAKARTA SELATAN**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan *Electronic Word Of Mouth* dan Inovasi Personal terhadap *Purchase Intention* di aplikasi shopee pada generasi milenial di jakarta selatan. sampel berjumlah 400 responden dari seluruh generasi milenial pada umur 20 – 35 tahun di jakarta selatan dengan pemilihan sampel menggunakan teknik insidental. Instrumen pada penelitian ini adalah *Electronic Word Of Mouth* yang telah diadaptasi dengan koefisien alpha 0,937 , Personal Innovativeness dengan koefisien alpha 0,858 dan *Purchase Intention* dengan koefisien 0,916. Dari hasil penelitian diketahui koefisien korelasi *Electronic Word Of Mouth* dengan *Purchase Intention* sebesar 0,716 dengan ($p < 0.05$) yang menunjukkan bahwa terdapat hubungan positif yang signifikan antara *Electronic Word Of Mouth* dengan *Purchase Intention*. dan koefisien korelasi Inovasi Personal dengan *Purchase Intention* sebesar 0,489 dengan ($p < 0.05$) yang menunjukkan bahwa terdapat hubungan positif yang signifikan antara Inovasi Personal dengan *Purchase Intention*. Hal ini dapat diartikan bahwa semakin tinggi *Electronic Word Of Mouth* maka semakin tinggi *Purchase Intention*, begitu pula sebaliknya, semakin rendah *Electronic Word Of Mouth* maka semakin rendah *Purchase Intention* dan semakin tinggi Inovasi Personal maka semakin tinggi *Purchase Intention*, begitu pula sebaliknya, semakin rendah Inovasi Personal maka semakin rendah *Purchase Intention*. Dan terdapat juga hubungan yang signifikan saat uji beda antara laki-laki dan perempuan di variabel Inovasi Personal

Kata kunci : Ulasan, inovasi persona, niat beli