

ABSTRACT

This study aims to analyze the influence of the electronic word of mouth (EWOM) dimension on the acceptance of information and intention to use. The independent variables in this study are eWOM messages, quality of arguments, source credibility, source attractiveness, source perception and source style as manifest variables of the independent variables, receipt of information as mediating variables and intention to use as a dependent variable. The object used in this study is the Samsung Smartphone. The sample in this study amounted to 120 respondents through a screening test that used a non probably sampling method. The analysis technique in this study used the SmartPLS 3.0 analysis tool. Analysis of instrument quality test data in this study using validity test and reliability test

The results showed that the five dimensions of eWOM quality argument, source credibility, source attraction, source perception and source style had a significant positive effect on eWOM messages, eWOM had an effect on the receipt of information and receipt of information had a significant positive effect on intention to use.

Keywords: Quality of argument, source credibility, source attractiveness, source perception, source style, eWOM, acceptance of information and intention to use.