

ABSTRACT

With huge expansion of internet as a tool for exchanging information, companies and businesses are joining into internet as a virtual space to share and exchange information among users. This research aims to re-examine whether the characteristics of E-WOM has a significant effect to customers repurchase intention through e-commerce platform, which is mediated by perceived usefulness and trust. With research object of top three e-commerce sites in Indonesia; Tokopedia, Bukalapak and Shopee, the respondent of this study are individuals with an age range from 17-65 years old and a visitor of e-commerce platform with the minimum one purchase within the last six months.

As many as 279 respondents have participated in this research. This research is using a method of non-probability sampling for data collection. Multiple linear regression used as the data analysis method.

Result from this study shows that there are positive and significant relationship between E-WOM Quantity and Online Repurchase Intention, E-WOM Quality and Online Repurchase Intention, E-WOM Credibility and Online Repurchase Intention, and also shown that perceived usefulness and also trust mediates the relationship between all three E-WOM characteristics with Online Repurchase Intention significantly, and also in a positive way.

Keywords: E-WOM, E-WOM Characteristics, Online Repurchase Intention, Perceived Usefulness, Trust.