

**Pengaruh *Electronic Word of Mouth* (E-WOM) dan Kemudahan Transaksi  
terhadap Perilaku Konsumtif Pengguna *Marketplace* Shopee  
di Masa Pandemi Covid-19  
(Studi Kasus pada Pengikut Twitter *Ohmybeautybank*)**

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**ABSTRAK**

Studi ini tujuannya guna menguji pengaruh “*electronic word of mouth* (e-WOM)” serta kemudahan transaksi pada perilaku konsumtif pengguna *marketplace* Shopee di masa pandemi “*covid-19*” (Studi Kasus pada Pengikut Twitter *Ohmybeautybank*). Desain studi yang dipakai ialah kuantitatif kausal. Jumlah sampel di studi ini yakni sejumlah 100 responden, yang diambil lewat teknik “*purposive sampling*”. Metode pengumpulan data memakai kuesioner serta diuji dengan analisis regresi linier berganda, Hasil penelitian memperlihatkan, “(1) *electronic word of mouth* (e-WOM) dan kemudahan transaksi berpengaruh positif dan signifikan pada perilaku konsumtif pengguna *marketplace* Shopee (2) *electronic word of mouth* (e-WOM) berpengaruh positif dan signifikan pada perilaku konsumtif pemakai *marketplace* Shopee, (3) kemudahan berpengaruh positif dan signifikan pada perilaku konsumtif pemakai *marketplace* Shopee di Masa Pandemi Covid-19”.

**Kata Kunci:** *Electronic Word of Mouth* (E-WOM), Kemudahan Transaksi, dan Perilaku Konsumtif.

## **ABSTRACT**

*This study aims to examine the effect of “electronic word of mouth (e-WOM)” and ease of transactions on the consumptive behavior of Shopee marketplace users during the “covid-19” pandemic (Case Study on Ohmybeautybank Twitter Followers). The study design used is causal quantitative. The number of samples in this study were 100 respondents, which were taken through a "purposive sampling" technique. The data collection method uses a questionnaire and is tested with multiple linear regression analysis. The results show, "(1) electronic word of mouth (e-WOM) and ease of transactions have a positive and significant effect on the consumer behavior of Shopee marketplace users (2) electronic word of mouth (e-WOM) has a positive and significant effect on the consumptive behavior of Shopee marketplace users, (3) convenience has a positive and significant impact on the consumptive behavior of Shopee marketplace users during the Covid-19 Pandemic Period”.*

**Keywords:** *Electronic Word of Mouth (E-WOM), Ease of Transactions, and Consumptive Behavior.*

