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THE INFLUENCE OF ELECTRONIC WORD OF MOUTH (E-WOM) AND PERCEIVED VALUE ON THE PURCHASE DECISION OF BATIK FASHION PRODUCTS AT SHOPEE

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ABSTRACT

Consumer purchasing decisions are an important factor in the success of product marketing, especially on *e-commerce* platforms. However, there are still problems such as a lack of trust in online reviews and the perception of product value that is not fully up to expectations, which has the potential to influence purchasing decisions optimally. Therefore, this study aims to analyze the influence of *Electronic Word of Mouth e-WOM* and *perceived value* on the purchase decision of batik fashion products at Shopee. This study uses a quantitative approach with a questionnaire method that was distributed to 100 respondents who were active users of Shopee who had bought batik products with *purposive sampling techniques*. Data were analyzed using multiple linear regression with the help of *the Statistical Package for the Social Sciences SPSS.* The results showed that *Electronic Word of Mouth e-WOM* had a positive and significant effect on purchase decisions with a significance value of 0.003 less than 0.05, and the *perceived value* also had a positive and significant effect with a significance value of 0.000 less than 0.05. Simultaneously, these two variables have a positive and significant effect on purchase decisions with a significance value of 0.000 less than 0.05, thus showing that consumer reviews and value perception have an important role in driving purchasing decisions for batik fashion products on Shopee.

Keywords: *Electronic Word of Mouth, Perceived Value*, Purchase Decision, Batik Fashion Products, Shopee

INTRODUCTION

The progress of the e-commerce sector in Indonesia has significantly shifted people's spending