



**THE INFLUENCE OF ELECTRONIC WORD-OF-MOUTH IN SOCIAL
MEDIA ON CONSUMERS' PURCHASE INTENTION**

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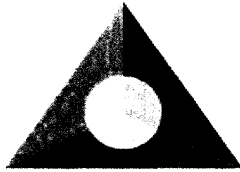
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ABSTRACT

The purpose of the study is to know the influence of electronic Word-of-Mouth (e-WOM) in social media towards consumers' purchase intentions. This research achieves the objective by using a multiple regression analysis. The sampling method is by distributing 110 sets of questionnaires to MCMC staffs. The best way to approach a respondent is by using a simple random sampling (SRS) method in order to make a data collection. Based on previous study, researcher highlighted to explore about the influence of electronic Word-of-Mouth (e-WOM) between familiar people on social media or anonymous people on other online platforms. This study is more focus on to know the factor that may influence consumers' purchase intention through a medium of electronic word-of-mouth. Consumer are behaving differently and have a different opinion about the product or services. This research encouraging people to understand that word of mouth was already evolve since decades ago. Since now people are living in a technology or digital surrounding, social media became a medium for consumers to get a knowledge about a product before they make a decision to purchase it. They may get many information from various people for pre-purchase precaution. The opinion that given in a social media will influence them to decide wisely. There are three independent variables that has been measure either they have significantly relationship with the dependent variables. The results show that, only information quality has positively influence on consumers' purchase intention. Meanwhile, another two independent variables which are needs of information and attitudes towards information have negative relationship with the consumers' purchase intention.

Keywords: electronic word of mouth, social media, purchase intention, consumer behaviour

COMPANY'S BACKGROUND



SKMM
MCMC

SURUHANJAYA KOMUNIKASI DAN MULTIMEDIA MALAYSIA
MALYSIAN COMMUNICATION AND MULTIMEDIA COMMISSIONS

In the mid-1990s, a new convergent has led a multimedia industry to moves to a new paradigm which is requiring new approaches in media policies. The regulation became a necessity because Malaysia had adopted a convergence regulation model with regards to the communications and multimedia industry. There are two legislation that were enacted to give an effect to the new regulatory body. Therefore, the Communications and Multimedia Act had created a new regulatory body which is Malaysian Communications and Multimedia Commission (MCMC).

At the time, the Malaysian Communications and Multimedia Commission's key role was the regulation of the communications and multimedia industry which is based on the powers provided for in the Malaysian Communications and Multimedia Commission Act (1998) and the Communications and Multimedia Act (1998). Pursuant to these Acts its role is also to implement and promote the Government's national policy objectives for the communications and multimedia sector. The Commission would like to charge with overseeing the new regulatory framework for the converging telecommunications and broadcasting industries and any online or electronic medium. In 2001, the Commission's role was expanded to include