

ABSTRACT

Nowadays online shopping growing rapidly around the world. Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser. Web Based and Digital media gives an access to diverse information sources ensuring vast available information to everyone that needs it. However, it became more difficult for consumer to evaluate credibility of these sources and quality of information that had been provided and also it becomes more difficult for online shopping firm to focus which factors that actually effect the mobile shopper purchase intention, to overcome their rival. This study aims to determine : the effect of *source credibility*, *consumer empowerment*, *perceived ease of use* on mobile shopper purchase intention with e-wom as moderating factors for the *source credibility* and mobile shopper purchase intention .The method of data collection was done by distributing questionnaires to 200 people who use mobile shopping in Central Java with range of age 16 - 32 years old.

Based on the result of the analysis of respondent data it was found that *source credibility* had a significant effect on mobile shopper purchase intention, *perceived ease of use* had a significant effect on mobile shopper purchase intention, *consumer empowerment* had a significant effect on mobile shopper purchase intention, e-wom as moderating variable does not have significant effect on the relationship between source credibility and mobile shopper purchase intention, but e-wom as independent variable had a significant effect on mobile shopper purchase intention.

Keywords : Source Credibility, Consumer Empowerment, Perceived Ease of Use, e-wom, Mobile Shopper Purchase Intention

ABSTRAK

Saat ini online shop berkembang pesat di seluruh dunia. Online Shop adalah bentuk perdagangan elektronik yang memungkinkan konsumen untuk secara langsung membeli barang atau jasa dari penjual melalui internet menggunakan browser web. Media Berbasis Web dan Digital memberikan akses ke sumber-sumber informasi yang beragam memastikan informasi yang luas tersedia bagi semua orang yang membutuhkannya. Namun, menjadi semakin sulit bagi konsumen untuk mengevaluasi kredibilitas sumber-sumber ini dan kualitas informasi yang telah disediakan dan juga menjadi semakin sulit bagi perusahaan belanja online untuk memfokuskan faktor-faktor mana yang sebenarnya mempengaruhi niat pembelian pembelanja mobile, untuk mengatasi saingan mereka. Penelitian ini bertujuan untuk mengetahui: pengaruh *source credibility*, *consumer empowerment*, dan *perceived ease of use* pada *mobile shopper purchase intention* dengan *e-wom* sebagai faktor moderasi untuk *source credibility* dan *mobile shopper purchase intention*. Metode pengumpulan data dilakukan dengan mendistribusikan kuesioner kepada 200 orang yang menggunakan mobile shopping di Jawa Tengah dengan rentang usia 16 - 32 tahun.

Berdasarkan hasil analisis data responden ditemukan bahwa *source credibility* berpengaruh signifikan terhadap *mobile shopper purchase intention*, *perceived ease of use* berpengaruh signifikan terhadap *mobile shopper purchase intention*, *consumer empowerment* berpengaruh signifikan terhadap *mobile shopper purchase intention*, *e-wom* sebagai variabel moderasi tidak memiliki pengaruh yang signifikan terhadap hubungan antara *source credibility* dan *mobile shopper purchase intention*, tetapi *e-wom* sebagai variabel independen memiliki pengaruh signifikan terhadap *mobile shopper purchase intention*.

Keywords : *Source Credibility, Consumer Empowerment, Perceived Ease of Use, e-wom, Mobile Shopper Purchase Intention*