THE INFLUENCE OF PERCEIVED VALUE AND ELECTRONIC WORD OF MOUTH (E-WOM) ON GEN-Z INTENTION TO USE SHOPEE IN MANADO

PENGARUH PERSEPSI NILAI DAN ELECTRONIC WORD OF MOUTH (E-WOM) TERHADAP NIAT MENGGUNAKAN SHOPEE PADA GEN-Z DI MANADO

Oleh:
Cecilia Glory Santoso[1]
Frederik G. Worang[2]
Maria V. J. Tielung[3]

[123]International Business Administration Management Department
Faculty of Economics and Business
Sam Ratulangi University Manado

E-mail:
[1]santosocecilia9@gmail.com
[2]frederikworang@gmail.com
[3]mariatielung@unsrat.ac.id

Abstract: The convenience that comes along with e-commerce services attracts a lot of consumers to use the application. The purpose of this study is to find out the influence of perceived value and electronic word of mouth (e-WOM) on Gen-Z intention to use Shopee in Manado. This study is approached by a quantitative method. The data collection was carried out through a questionnaire with purposive sampling technique that are distributed to 100 respondents of Gen-Z. The data is analyzed using Multiple Linear Regression. Based on the result, it is found that perceived value partially influence intention to use. Then, electronic word of mouth (e-WOM) also partially influence intention to use. Lastly, perceived value and electronic word of mouth (e-WOM) simultaneously influence intention to use. These findings indicate that when Gen-Z perceived a good value of the service, it can formulate an intention to use the service. Also, online information that are being shared on the internet about a service, plays a crucial role in creating the intention of Gen-Z to use a service.

Keywords: Perceived Value, Electronic Word of Mouth (e-WOM), Intention to Use

***Abstrak:** Kemudahan yang diberikan oleh layanan e-commerce menarik banyak konsumen untuk menggunakan aplikasi tersebut. Dengan adanya fenomena fake reviews yang terjadi, dapat membuat konsumen enggan untuk menggunakan ecommerce. Tujuan dari penelitian ini untuk mengetahui pengaruh perceived value dan electronic word of mouth (e-WOM) terhadap niat Gen-Z untuk menggunakan Shopee di Manado. Penelitian ini menggunakan metode kuantitatif. Pengumpulan data dilakukan melalui kuesioner dengan teknik purposive sampling yang disebarkan kepada 100 responden Gen-Z. Regresi Linier Berganda digunakan untuk menganalisis data. Berdasarkan hasil penelitian, ditemukan bahwa persepsi nilai secara parsial berpengaruh terhadap niat untuk menggunakan. Kemudian, electronic word of mouth (e-WOM) juga secara parsial memengaruhi niat untuk menggunakan. Terakhir, persepsi nilai dan electronic word of mouth (e-WOM) secara simultan memengaruhi niat untuk menggunakan. Temuan ini menunjukkan bahwa ketika Gen-Z merasakan nilai yang baik dari sebuah layanan, maka akan terbentuk niat untuk menggunakan layanan tersebut. Selain itu, informasi online yang dibagikan di internet mengenai sebuah layanan, memainkan peran penting dalam menciptakan niat Gen-Z untuk menggunakan sebuah layanan.*

***Kata Kunci:** Persepsi Nilai, Electronic Word of Mouth (e-WOM), Niat Menggunakan*

INTRODUCTION

Research Background

Digital technology domination has encouraged people to shift digitally through the internet. The use of internet advancing rapidly, one of the impacts of this internet advance are e-commerce. E-commerce is business

platform for sellers and buyers where all the business process is carried out online using the internet. People are more likely to do the business online, through using an e-commerce. Because of all the convenience that comes along with e-commerce it attracts a lot of consumers to try and use the application. According to Statista Market Insights data, there are 178.94 million e-commerce consumers in Indonesia on 2022 (Aida and Mujiburrahman, 2023).

The survey from Populix, noted that 54% Indonesian people chose to do shop on e-commerce, with the majority being done by Generation-Z (Kompas, 2023). Seeing that the most customer of e-commerce is Gen-Z this is why this study is focusing on Gen-Z, it is crucial to study about the characteristics of Gen-Z, what factors that drives the consumer behavior, what attracts their interest to do using the e-commerce. There is various e-commerce market application that are existing in Indonesia. During January-December 2023, the Shopee application cumulatively achieved around 2.3 billion visits, far surpassing its competitors (Databoks, 2024). Shopee offers flash sale discounts, free shipping promo to customers.

However, it turns out that there is phenomenon that happening in e-commerce that brings bad impact to the business and customer. Fake reviews are when some people put up the appearance of leaving positive reviews, that leading others to feel encourage to use the e-commerce service and purchase the product, even if these reviews are not true and just serve as a tactic to increasing sales. This can make customer no longer trust the online reviews in e-commerce and ultimately affects their intention to use the platform. . Behavioral intention to use is described as the extent to which an individual has made intentional planning to engage in or refrain from engaging in a particular future activity (Brezavšček et al., 2016). When it comes to consumer behaviour, value plays a crucial role in influencing customer intention. The more the customer loyalty towards the service provider, the higher the perceived value as determined by customer ratings (Hariguna et al., 2020).

When discussed about perceived value, it comes from the perceptions of customer. Perceptions is about how customer perceives the company, from the forms of thoughts, emotions and opinions of customer related to the company and their services or product. Intention to use is influenced by a number of factors, including perceived value. Perceived value is about how a person' perceived the advantages and value that a company offers. When customer see that the value when using a service form certain company exceeds the sacrifice required to obtain it, then it is most likely the motivation to use it increases. E-commerce services offers several benefits such as the efficiency, low price of product, promotion and discount to customer, but on top of that, customer want a service that come with a good quality and that meet with customer needs.

With the easy access to Shopee application then it is easier to customer to find information details. Factors that influence intention to use include perceived value and electronic word of mouth (e-WOM). The terms e-WOM is about sharing information on the internet. The head of Research Populix Indah Tanip stated that by doing online shopping it is influenced by consumer reviews, as are the prices that can be compare easily (Kompas, 2023). When customer interest to use a service or purchase a certain product, they can read the reviews from previous customer about the application. Through the reviews' from Shopee application, customer can determine and make assumption whether the quality of Shopee application is great enough to use the application. In this case, Shopee need to make sure that they are providing a good perceived value and focusing on the e-WOM in order to maintain and approach new customer.

Research Objectives
The objectives of this research are:
1. To determine the influence of perceived value partially on Gen-Z intention to use Shopee in Manado
2. To determine the influence of electronic word of mouth (e-WOM) partially on Gen-Z intention to use Shopee in Manado.
3. To determine the influence of perceived value and electronic word of mouth (e-WOM) simultaneously on Gen-Z intention to use Shopee in Manado.

LITERATURE REVIEW

Marketing
Marketing is an activity that are conducted to offers, introduce and promote a product or services of a business. Marketing acts to facilitate the exchange of offering value among the business and the society. "Marketing is engaging customers and managing profitable customer relationships. The two-fold goal of marketing is to attract new customers by promising superior value and to keep and grow current customers by

delivering value and satisfaction" (Kotler and Armstrong, 2018:28). The goal of marketing is to understand the customer until the service or product that are offered and sold is suitable and match with customer needs.

Intention to Use

"Intentions are assumed to capture the motivational factors that influence a behavior; they are indications of how hard people are willing to try, of how much of an effort they are planning to exert, in order to perform the behavior" (Ajzen, 1991). Intention to use is linked to customer behavior, attitude, perception, observation, and state of mind. Intention to use is a tendency or interest of customer to utilize a service that are being provide by a company. In this study, focusing on the intention of customer to use an e-commerce means that knowing information about a website might pique someone's interest and motivate them to take action in that direction.

Perceived Value

Perceived value is typically described as "the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given" (Zeithaml, 1988). It can be said that perceived value is a customer perspective on how they assessed the worth or benefit that are considered they will be received when they decided to use a service. Some consumers may see that the meaning of value is using a service that comes with an affordable price, but for some consumer they may see that the word value is about they pay more to get more.

Electronic Word of Mouth (e-WOM)

The definition of e-WOM is "the dynamic and ongoing information exchange process between potential, actual, or former consumers regarding a product, service, brand, or company, which is available to a multitude of people and institutions via the internet" (Ismagilova et al., 2017:18). Customer tend to look up information related to the services before they decide to use. E-WOM is the information that shared on the internet from a previous consumer based on their experience related to the service provided. However, e-WOM can be both a positive statement and negative, where "originality increases the amount of word of mouth, but usefulness determines whether it will be positive or negative" (Kotler and Keller, 2012:552).

Previous Research

Winasis and Sembel (2023) examined the impact of Perceived Value and Service Quality on Customer Behavior and Intention to Use and Online Transportation in Jakarta and its surrounding areas. This study is a quantitative study using an online survey questionnaire distributed to 190 respondents in Jakarta and its surrounding areas. This study employs Structural Equation Modeling - Partial Least Square (SEM-PLS) using SmartPLS 3.3.2 for data analysis. According to the findings of the study, perceived value positively influences customer satisfaction and intention to use mobile application-based transportation. The finding also reveals that service quality has a positive influence on customer satisfaction but has no positive influence on behavioral intention. Thus, this study empirically underscores the importance of customer satisfaction in influencing the intention to use application-based transportation.

Yuen et al. (2019) analyzed the determinants of customers' intention to use smart lockers for last-mile deliveries. Based on stratified sampling, survey data were collected from 230 smart locker users in China and analysed using structural equation modelling. The results show that the effects of convenience, privacy security, and reliability on customers' intention are fully mediated by perceived value and transaction costs.

Prahasti et al. (2023) developed a conceptual framework that provides practical and theoretical insights into e-grocery consumers' use of social media as a promotional tool for electronic word of mouth (e-WOM) and its impact on brand image (BI) and purchase intention (PI). Using a quantitative survey method with 26 questions, the questionnaire was distributed via Google Forms to 158 respondents selected based on followers and owners of Astro e-grocery mobile apps located in the Jakarta area and its surroundings using path analysis techniques in Structural Equation Modeling (SEM). The finding is that e-WOM significantly affects Purchase Interest with Brand Image as an intervening variable.

Research Hypothesis

H_1: Perceived value partially influence Gen-Z intention to use Shopee in Manado

H_2: Electronic word of mouth (e-WOM) partially influence Gen-Z intention to use Shopee in Manado

H_3: Perceived value and electronic word of mouth (e-WOM) simultaneously influence Gen-Z intention to use Shopee in Manado
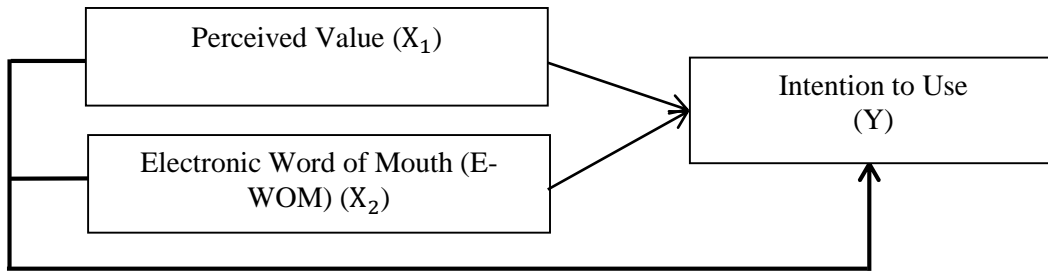
Conceptual Framework

Figure 1. Conceptual Framework
Source: Figure Processed (2024)

RESEARCH METHOD

Research Approach
     This study employs a quantitative approach method. In quantitative method the variables can be measured, usually on instruments, the data is presented as numbers that can be analyzed using a statistical procedure and the aim is to test the hypotheses that already form.

Population, Sample Size, and Sampling Technique
     The population of this study is generation-Z (Gen-Z). This study used 100 respondents as samples and uses non-probability sampling techniques, and with purposive sampling as the sampling technique.

Type of Data and Data Source
     The types of data sources that will be used in this research are primary and secondary data types. The primary data was taken from the responses of respondent towards the statement related to variables. The questionnaire is used to gather the primary data. Secondary data will be taken from journal, articles, books and relevant literature from the internet.

Data Collection Method
     In this study the data collection method will be use using a questionnaire. The set of questions are designed to collect information or data from respondents that suits with certain criteria.

Operational Definition and Measurements of Research Variables
Table 1. Operational Definition of Research Variables

No	Variable	Definition	Indicators
1.	Perceived Value (X_1)	Perceived value is the user's perspective to assessed the worth or benefit that are considered will be received when they use the Shopee application	1. Functional Value 2. Emotional Value 3. Social Value 4. Monetary Value (Sweeney and Soutar., 2001)
2.	Electronic Word of Mouth (e-WOM) (X_2)	E-WOM is the information that are being shared on the internet and all social platforms where the content of information is related about e-commerce service, specifically Shopee application and it can be their product or services	1. Information Sharing 2. Advocacy 3. Recommendation 4. Impression Management 5. Information Gathering 6. Regular Use of e-WOM for Comparing (Petrović et al., 2020; Lee et al., 2021; Abubakar, 2016)

3.	Intention to Use (Y)	Intention to use is a tendency or interest of customer to utilize or use Shopee application	1. Intention to Utilize 2. Preferential 3. Recommendation 4. Positive Review (Yuen et al., 2019)

Testing of Research Instruments
Validity and Reliability Test
When there are correlations between the data that was gathered and the data that truly exists in the objects under study, research findings are considered valid. (Sugiyono, 2019:175). The items are considered to be valid if r-count > r-table or invalid if r-count < r-table.

The research result is considered reliable if there is consistency in the data, even when measured at different times (Sugiyono, 2019:175). The reliability can be seen through the Cronbach's Alpha formula, which is considered reliable in general if the α value is > 0.6.

Data Analysis
Test of Classical Assumption
Normality Test
It is to find out if the independent and dependent variables in a regression model have a normal or abnormal distribution is the goal of the normality test (Ghozali, 2016). There are two methods in this study, which are P-P Plot and Kolmogorov-Smirnov test to determine the normality of data. In plot graphic analysis approach (P-P plot chart), the data is considered normally distributed if the data are spreading and follow the diagonal line. The second normality test using Kolmogorov-Smirnov test, if the significant number greater than 0.05 (5%) of significant level, indicates a normally distributed set of data.

Multicollinearity Test
The aim of multicollinearity testing is to determine if the regression model identifies any correlation between independent variables or the dependent variables (Ghozali, 2016). Multicollinearity is evident if the tolerance level is less than 0.10 or the VIF score is greater than 10.

Heteroscedasticity Test
This test used to determine whether the variance in a regression model is unequal between studies. If the variants are different, it is called heteroscedasticity (Ghozali, 2016). If the significance value is above α=0.05 then it is free from heteroscedasticity.

Multiple Linear Regression Analysis
In order to assess the relationship between variables, multiple linear regression is utilized, when a researcher has one dependent variable and two or more independent variables (Bevans, 2020). The formula is as follows:
$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Y   : Dependent variable (Intention to Use)
α   : Constant
β_1 β_2 : The regression coefficient of each variable
X_1 : Perceived Value
X_2 : Electronic Word of Mouth (e-WOM)
e   : Error

Correlation Coefficient (R) and Coefficient of Determination (R^2)
The analysis of correlation coefficient (R) value is around -1 to +1, the closer R value to 1 the better correlation between each of independent variable towards the dependent variable. The analysis of the coefficient of determination (R^2) is used to determine the ability of the model of independent variable in explaining the variation of dependent variable.

Hypothesis Testing
Simultaneously (F-Test)

The purpose of the f-test is to ascertain whether all independent variables together (simultaneously) have a significantly impact the dependent variable. If the f count < f table (α=0.05), it can be concluded that the independent factors do not significantly influence the dependent variable simultaneously.

Partialy (T-Test)

The t-test is used to test the influence of each independent variable on the dependent variable. It can be concluded that there is influence between the independent and dependent variables if the t count > t table (α=0.05). If the t count < t table (α=0.05) it can be claimed that there is no influence at all between the independent and dependent variables.

RESULT AND DISCUSSION

Result
Validity and Reliability Test
Table 2. Validity Test Result

Variable	Indicator	Pearson Correlation	Sig. (2-tailed)	r-table	Description
	X1.1	0.692	<0.001	0.195	Valid
	X1.2	0.775	<0.001	0.195	Valid
Perceived Value (X$_1$)	X1.3	0.728	<0.001	0.195	Valid
	X1.4	0.519	<0.001	0.195	Valid
	X2.1	0.711	<0.001	0.195	Valid
Electronic Word of Mouth	X2.2	0.683	<0.001	0.195	Valid
(E-WOM) (X$_2$)	X2.3	0714	<0.001	0.195	Valid
	X2.4	0.545	<0.001	0.195	Valid
	X2.5	0.782	<0.001	0.195	Valid
	X2.6	0.731	<0.001	0.195	Valid
	Y.1	0.592	<0.001	0.195	Valid
Intention to Use	Y.2	0.793	<0.001	0.195	Valid
(Y)	Y.3	0.797	<0.001	0.195	Valid
	Y.4	0.716	<0.001	0.195	Valid

Source: Data Processed, 2024

Based on Table 2, it can be seen that the result of all the variable questionnaire items is considered valid because the r-count (Pearson Correlation) is greater than its r-table (0.195). It can be stated that the item of the variable Perceived Value (X1), Electronic Word of Mouth (X2) and Intention to Use (Y) is valid.

Table 3. Reliability Test Result

Cronbach's Alpha	N of Items	Description
0.872	14	Reliable

Source: Data Processed, 2024

In this study, Perceived Value (X1) consists of 4 statements, Electronic Word of Mouth (X2) consists of 6 statements, and Intention to Use (Y) consists of 4 statements. From Table 3 shows that the value of Cronbach's Alpha of these 3 variables that consist of 14 statements is at 0.872 which is greater than 0.60, so all the statements from the indicators in the questionnaires can be declared reliable.

Results of Classical Assumption Testing
Normality Test

From Figure 2, the result of Normal Probability Plot (P-P plot test) conducted in this research, the data in the form of dots that spread near the diagonal line and also follow the direction of the diagonal line, which indicates the data is normally distributed.
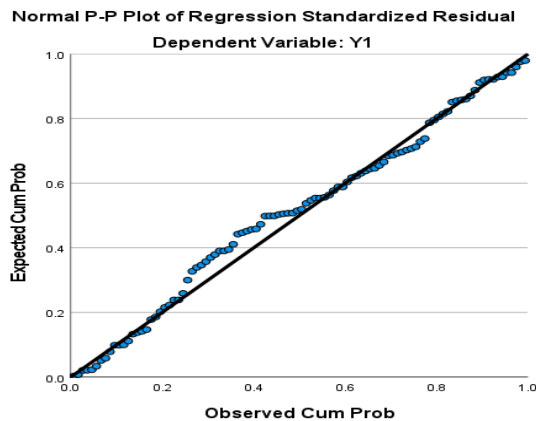
Figure 2. Normal P-P Plot Graphic
Source: Data Processed (2024)

Table 4. One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.80353789
Most Extreme Differences	Absolute	.082
	Positive	.045
	Negative	-.082
Test Statistic		.082
Asymp. Sig. (2-tailed)[c]		.095

  a. Test distribution is Normal.

  b. Calculated from data.

  c. Lilliefors Significance Correction.

  d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Source: Data Processed, 2024

With One-Sample Kolmogorov-Smirnov test the result of the sig (2-tailed) value is 0.095, which is greater than 0.05. In accordance with the criteria above, it can be concluded that the data is normally distributed.

Multicollinearity Test
Table 5. Multicollinearity Test Result

Coefficients[a]				
		Collinearity Statistics		
Model		**Tolerance**	**VIF**	**Status**
1	Perceived Value (X1)	.633	1.580	No Multicollinearity
	Electronic Word of Mouth (X2)	.633	1.580	No Multicollinearity

  a. Dependent Variable: Y1

Source: Data Processed, 2024

Based on Table 5, the Tolerance value of each independent variable X1 and X2, both are 0.633. These values are more than 0.10. Moreover, the VIF value are 1.580 for both X1 and X2, which are less than 10. Therefore, it can be confirmed that there is no multicollinearity issue exist.

Heteroscedasticity Test
The scatterplot indicates that there is no heteroscedasticity symptom because the points are spread over and below 0 in Y-axis and spreading without a clear pattern.
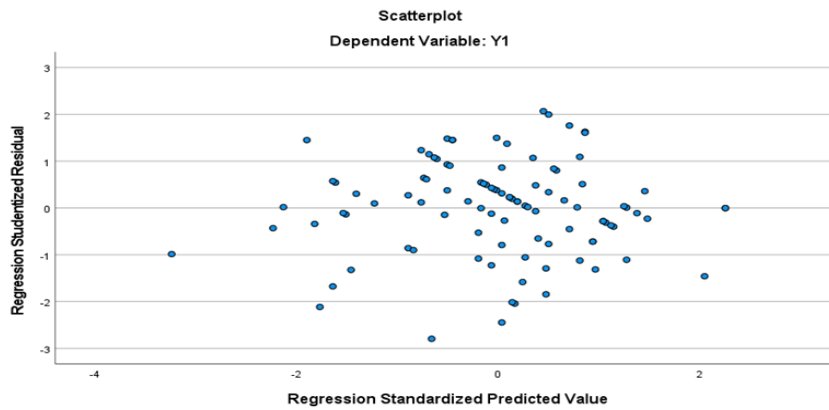
Figure 3. Scatterplot
Source: Data Processed (2024)

Table 6. Glejser Test

Model		Sig
1	Perceived Value (X1)	0.090
	Electronic Word of Mouth (X2)	0.319

Source: Data Processed, 2024

Based on the Table 6 shows the result of Glejser test. The significance value of X1 and X2 are 0.090 and 0.319 respectively. It can be concluded that the regression model has no heteroscedasticity, because all of the significance value is above 0.05.

Multiple Linear Regression Analysis
Table 7. Multiple Linear Regression Analysis Result

Coefficients[a]

Model	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1 (Constant)	5.677	1.590		3.570	.001		
Perceived Value (X1)	.478	.086	.469	5.579	.000	.633	1.580
Electronic Word of Mouth (X2)	.213	.048	.370	4.396	.000	.633	1.580

a. Dependent Variable: Y1
Source: Data Processed, 2024

Based on Table 7 it can be seen the form of the regression equation is as follow:

$$Y = 5.677 + 0.478X1 + 0.213X2 + e$$

From the regression equation above, it can be concluded that:
a. Constant in this research has a positive value of 5.677, means the expected value of Intention to Use (Y) when both independent variables are equal to 0. This shows that if all the independent variables, Perceived Value (X1) and Electronic Word of Mouth (X2) have a value of 0% then the value of Intention to Use (Y) is 5.677.
b. The value of coefficient correlation of Perceived Value (X1) is 0.478. It means that if Perceived Value (X1) increases by 1% then Intention to Use (Y) increases at 0.478 (47.8%). The performance of Perceived Value influences Intention to Use assuming other variables are constant. It indicates Perceived Value has positive influence on Intention to Use.
c. The value of coefficient correlation of Electronic Word of Mouth (X2) is 0.213. It means that if Electronic Word of Mouth (X2) increases by 1% then Intention to Use (Y) increases at 0.213 (21.3%). The performance of Electronic Word of Mouth influences Intention to Use assuming other

Correlation Coefficient (R) and Coefficient of Determination (R²) Test

Table 8. Correlation Coefficient (R) and Coefficient of Determination (R²) Test Result

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.753^a	.566	.558	1.822

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y1

Source: Data Processed, 2024

Based on Table 8, shows that the result of correlation coefficient (R) test is at 0.753. it means the correlation of Perceived Value (X1) and Electronic Word of Mouth (X2) on Intention to Use (Y) is highly correlated because the value tends close to +1. The result of the coefficient of determination ($R2$) is 0.566 which means the variation of Perceived Value (X1) and Electronic Word of Mouth (X2) can explain the variation in Intention to Use (Y) at 56.6%. The remaining 43.4% is influenced or explained by other variables outside the model discussed.

Hypothesis Test Results

F-Test Result (Simultaneous Test)

Table 9. F-Test Result

ANOVA^a

Model		Sum Of Squares	Df	Mean Square	F	Sig.
1	Regression	420.728	2	210.364	63.366	.000^b
	Residual	322.022	97	3.320		
	Total	742.750	99			

a. Dependent Variable: Y1

b. Predictors: (Constant), X2, X1

Source: Data Processed, 2024

Based on Table 9, the value of F table is 3.090 and the value of F count is 63.366. The result shows that F count is greater than F table which indicates the fitness of the model is high. This finding shows that perceived value and electronic word of mouth (e-WOM) have simultaneously influence Gen-Z intention to use Shopee. Therefore, H0 is rejected and H3 is accepted.

Hypothesis Test Results

T-Test (partial test)

Table 10. T-Test Result

Model	T	T-Table	Sig.	Status
Perceived Value (X1)	5.579	1.984	<0.001	Accepted
Electronic Word of Mouth (X2)	4.396	1.984	<0.001	Accepted

a. Dependent Variable: Intention to Use (Y)

Source: Data Processed, 2024

Based on the Table 10, the outcomes are as follows:

a. The significant value of Perceived Value (X1) is below 0.001 which is below the value of significance level that is required 0.05 (5%). The t value of Perceived Value (X1) is 5.579 which is greater than 1.984. Through the result of this study, found that perceived value has partially influence the intention to use Shopee. It means that H0 is rejected and H1 is accepted.

b. Electronic Word of Mouth (X2) shows the level of significant value below 0.001 which is below 0.05 (5%) significance level. The value of t count is 4.396 which is greater than the value of t table which is 1.984. The finding shows that electronic word of mouth (e-WOM) has partially influence the intention to use Shopee. Thus, H0 is rejected and H2 is accepted.

Discussion

The Influence of Perceived Value on Intention to Use

The result of this study shows that perceived value has partially influence on Gen-Z intention to use Shopee. It underscores the importance of establishing a good perceived value in increasing the intention of Gen-

Z to use e-commerce Shopee application. When customers perceived that the value that are being offered from Shopee application is worthy, then it would have a positive influence on their intention to use the application. Creating and delivering a good value to customers is critical for business success. Value in this research is not only about the product that are being offered but also the services that are being used by customer. By maintaining and increasing perceived value, Shopee can increase the customer intention to use their application and also build an on-going beneficial relationship between company and customers. This research is also supported by previous research, Gaberamos and Pasaribu (2022), Yuen et al. (2019) that found perceived value has a positive and significant influence on intention to use. Furthermore, research by Winasis and Sembel (2023) and Wang et al. (2019) stated that perceived value has a positive influence on intention to use transportation application.

The Influence of Electronic Word of Mouth (e-WOM) on Intention to Use

The result of this study shows that e-WOM has partially influence on Gen-Z intention to use Shopee. Nowadays social media has become an important tool to sharing information. With the easy access customer tend to seek information about the application of Shopee to know the overall assessment about the app by online. Based on the information that customer got it can affect their perspective towards the Shopee application. The online information that are being shared from previous customer tend to be more trusted for new customer because it came from the experience of someone who already use the services of Shopee application. The content of information about Shopee application mostly are being determined by the satisfaction of customer towards the product and services that are being offered by Shopee. The more satisfied the customer, the better the information will be shared. It can be said with a positive e-WOM then it can increase the intention to use of the Shopee application. This research is in line to Prahasti et al. (2023) found that e-WOM has a positive and significant impact on purchase intention on e-grocery application. Another research by Rahayu et al. (2022) also found the same result that e-WOM has a positive effect on customer intention to purchase in e-commerce application.

The Influence of Perceived Value and Electronic Word of Mouth (e-WOM) on Intention to Use

The result shows that both independent variables which is perceived value and electronic word of mouth (e-WOM) have simultaneously influence on Gen-Z intention to use Shopee. Both of the customer's perception of value that they can get by using the Shopee application and the online information that are being shared and can be found online are an important factor that can influence the intention of Gen-Z to use Shopee application. Potential customers are getting 74 insight through the online information from previous customer and reliable sources to determine whether Shopee application has a good service. This result is supported with research by Ertifanny (2019), indicates that eWOM and perceived value both have a significant, partial, and simultaneous influence on the intention to purchase a rental place. Sosanuy et al. (2021) also found that the intention of customer is being significantly influenced by e-WOM and customer perception of value. With a great perception of value creates a positive e-WOM that ultimately can increase the intention to use Shopee application. In this case, to establish a good marketing strategy then Shopee need to pay attention to both of these factors. Creating a good value and building a positive e-WOM can help company to attract new customer.

CONCLUSION AND RECOMMENDATION

Conclusion

1. Perceived Value has partially influence Gen-Z Intention to Use Shopee in Manado. In this research, perceived value is determined by four indicators, which are functional value, emotional value, social value, and monetary value.
2. Electronic Word of Mouth (e-WOM) has partially influence Gen-Z Intention to Use Shopee in Manado. In this research, electronic word of mouth (e-WOM) is determined by six indicators, which are information sharing, advocacy, recommendation, impression management, information gathering, regular use of e-WOM for comparing.
3. Perceived Value and Electronic Word of Mouth have simultaneously influence Gen-Z Intention to Use Shopee in Manado. It can be interpreted that customers' perception of value that are being offered and information online, strengthen their intention to use Shopee application.

Recommendation

1. Marketers or managers who act as a professional in a company, they can consider that Perceived Value aspect

is an important factor that trigger customer intention to use an application. The more positive the e-WOM of a product or service then it can generate the intention to use for customer. It is expected for managers to continue to delivering good value and maintaining a positive reputation.

2. E-commerce especially Shopee application it is important to create and delivering a good value for customers. In this case, the value referred to the overall service of Shopee application. It is also important for Shopee to pay attention to the online information that are circulating related to their application, as it both will affect the customers' intention to use their application.
3. Future research is suggested to deepen and develop other variables that have not being examined in this study.
4. This research can be an additional reference for further research related to the field of marketing.

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