

**“PERCEIVED ENCOURAGE AS MEDIATION OF RELATIONSHIP BETWEEN SO-
CIAL IDENTITY AND E-WOM”**

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ABSTRACT

Social networking service or commonly referred to as social network delineate as a web-based provision allows each individual to build social relationships through cyberspace. Currently SNS is being used by marketers as a promotional tool. Analyzing the effect of social identity upon WOM through perceived encouragement at 435 college students is this research's aims. Novelty research is that with a positive review which is one form of e-WOM this will influence consumer decisions in making product purchasing decisions. The results show that there is a direct influence between the social identity of e-WOM, there is also an indirect influence between social identity on e-WOM which is mediated by perceived encouraging.

KEYWORDS

Social networking services, perceived encouragement, Electronic WOM, Social identity, social participation

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