

Is Not Easy to Increase Consumer Purchase Intention in Online Business.

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- **Abstract:** With the development of technology and information today, many of the business sectors apply technology and media as a tool in carrying out marketing activities. The development of advertising using celebrity roles has become a current trend to achieve sustainable business performance. However, problems arise when the company is wrong in choosing celebrity roles so that it has a negative impact on the company itself. This study tries to examine the effect of electronic word of mouth and the role of celebrities on purchasing decisions in the e-commerce business. The sample in this study was 120 respondents who were randomly selected with the condition that they use an online shopping application on a smart phone. Multiple linear regression analysis approach with the help of SPSS software version 25 is used in this study. The results show that the electronic word of mouth and electronic payment variables have an effect on purchase intention and can be categorized as good.
- **Keywords:** information today, electronic, online business