

# Bagaimana mengubah potential user menjadi user pengaruh variasi elemen electronic word of mouth positif terhadap intensi menggunakan bus Transjakarta = How to turn potential user into user the effect of positive electronic word of mouth element variation on intention to use Transjakarta bus

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## Abstrak

eWOM telah diketahui mampu memengaruhi intensi membeli atau intensi menggunakan suatu produk (Ladhari & Michaud, 2015; Mauri & Minazzi, 2013; Park & Kim, 2008; Park & Lee, 2009; Qu, 2015; Zhang, Ye, Law, & Li, 2010) dan diduga efeknya akan berbeda tergantung pada tipenya, positif atau negatif (Ladhari & Michaud, 2015; Mauri & Minazzi, 2013), serta tergantung pada elemennya, teks atau visual (Hoffman & Daugherty, 2013; Lin, Lu, & Wu, 2012) sehingga tujuan dari penelitian ini adalah untuk mencari tahu cara mengubah potential user bus TransJakarta menjadi user bus TransJakarta dengan melihat pengaruh variasi elemen eWOM positif terhadap intensi, khususnya intensi menggunakan bus TransJakarta. Penelitian ini merupakan penelitian eksperimental dengan desain penelitian randomized two-groups design (pretest & posttest). eWOM yang digunakan dalam penelitian ini berbentuk ulasan online yang diberikan pada partisipan (n=62) selama 7 hari melalui aplikasi instant messaging LINE. Hasil penelitian menunjukkan bahwa eWOM positif, baik berupa teks maupun teks-gambar, dapat meningkatkan intensi menggunakan bus TransJakarta ( $t(61) = 7.729$ ;  $p < .01$ ). Akan tetapi, peningkatan skor intensi menggunakan bus TransJakarta tidak berbeda secara signifikan pada kelompok yang diberi eWOM berupa teks dan eWOM berupa teks-gambar ( $t(60) = .582$ ,  $p > .01$ ). Selanjutnya, penelitian ini juga mendiskusikan temuan penelitian, saran untuk penelitian selanjutnya, serta implikasi praktis dari penelitian.

.....eWOM is known for its effect on purchase intention or intention to use a product (Ladhari & Michaud, 2015; Mauri & Minazzi, 2013; Park & Kim, 2008; Park & Lee, 2009; Qu, 2015; Zhang, Ye, Law, & Li, 2010) and it is assumed that the effect will be difference according to its type, positive or negative (Ladhari & Michaud, 2015; Mauri & Minazzi, 2013), and depends on its elements, text or visual (Hoffman & Daugherty, 2013; Lin, Lu, & Wu, 2012). Therefore, the purpose of this study was to seek how potential user of TransJakarta can be the actual user of TransJakarta by examining the effect of positive eWOM element variation on intention, specifically on intention to use TransJakarta bus. This study was an experimental study with randomized two-groups design (pretest & posttest). eWOM used in this study were online reviews about TransJakarta that was given to the participants (n=62) for seven days with the used of instant messaging application LINE. The findings of this study showed that positive eWOM, either text-only or with visual information increased the intention to use TransJakarta bus ( $t(61) = 7.729$ ;  $p < .01$ ). However, the increasing scores of the two experiment groups, the group that got text-only online review and the group that got text-with-visual-information online review, were not significantly different ( $t(60) = .582$ ,  $p > .01$ ). These findings led to discussions and suggestions for further research, as well as the practical implications, that are included in this paper.;eWOM is known for its effect on purchase intention or intention to use a product (Ladhari & Michaud, 2015).