

# Pengaruh Electronic Word of Mouth (e-WOM) di media sosial terhadap reputasi PT. Go-Jek Indonesia = The effect of Electronic Word of Mouth (e-WOM) in social media on the reputation of PT. Go-Jek Indonesia

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Abstrak

[<b>ABSTRAK</b><br>

Kemajuan teknologi internet dan media sosial memberikan Electronic Word of Mouth (e-WOM) kemampuan untuk mencapai lebih banyak orang dan memiliki pengaruh yang lebih besar dalam memengaruhi sikap dan perilaku konsumen. Penelitian ini bertujuan untuk mengungkapkan pengaruh e-WOM yang tercipta di media sosial terhadap reputasi PT GO-JEK Indonesia. Metode penelitian yang digunakan adalah penelitian kuantitatif dengan sifat eksplanatif. Hasil penelitian ini menemukan bahwa e-WOM berpengaruh secara signifikan terhadap reputasi perusahaan. Selain itu, penelitian ini juga menemukan bahwa intensitas dan e-WOM positif berpengaruh signifikan dalam membangun reputasi perusahaan. Sedangkan e-WOM negatif berpengaruh signifikan dalam merusak reputasi perusahaan.

<b>ABSTRACT</b><br>

The growth of internet technology and social media giving Electronic Word of Mouth (e-WOM) the ability to reach more people and greater influence in consumer's attitudes and behaviour. The purpose of this research is to reveal the influence of e-WOM created in social media on the reputation of PT GO-JEK Indonesia. The research method is quantitative research with explanative approach. The results of this study found that e-WOM significantly effect the corporate reputation. In addition, the study also found that the intensity and positive e-WOM effect is significant in building the corporate reputation. While negative e-WOM effect is significant in damaging the corporate reputation., The growth of internet technology and social media giving Electronic Word of Mouth (e-WOM) the ability to reach more people and greater influence in consumer's attitudes and behaviour. The purpose of this research is to reveal the influence of e-WOM created in social media on the reputation of PT GO-JEK Indonesia. The research method is quantitative research with explanative approach. The results of this study found that e-WOM significantly effect the corporate reputation. In addition, the study also found that the intensity and positive e-WOM effect is significant in building the corporate reputation. While negative e-WOM effect is significant in damaging the corporate reputation.]