

Faktor-faktor yang mendorong konsumen di restoran untuk menyampaikan electronic word of mouth studi kasus: union, loewy, dan skye = The factors that drive consumer to spread electronic word of mouth (eWOM), case study: union loewy and skye

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Abstrak

ABSTRAK

Tujuan dari penelitian ini adalah untuk melihat faktor-faktor yang dapat mendorong konsumen untuk menyampaikan electronic word of mouth pada restoran Union, Loewy, dan Skye. Variabel yang di uji pada penelitian ini di antaranya self-relevant value reflected appraisal of self, conspicuous value dan self-image congruence dan restaurant relevant value restaurant quality dan price fairness dengan variabel moderasi opinion leadership. Data diperoleh dari penyebaran kuesioner kepada 445 responden, pria dan wanita dengan rentang usia 17 ndash; 35 tahun, yang pernah mengunjungi restoran tersebut. Analisis data pada penelitian ini menggunakan Statistical Package for the Social Sciences SPSS 22 , dengan metode regresi berganda. Hasil penelitian ini menunjukkan bahwa terdapat pengaruh positif secara langsung pada variabel self-relevant value reflected appraisal of self, conspicuous value dan self-image congruence terhadap electronic word of mouth sedangkan, pada variabel restaurant relevant value restaurant quality dan price fairness terbukti tidak memiliki pengaruh terhadap electronic word of mouth. Hasil penelitian ini membuktikan variabel opinion leadership tidak memoderasi kelima variabel independen terhadap electronic word of mouth.

ABSTRACT

The purpose of this is to examine the factors wich drive consumer to spread Ewom on Union, Loewy, and Skye. The variables tested in this study are selfrelevant value reflected appraisal of self, conspicuous value and self image congruence and restaurant relevant value restaurant quality and price fairness also opinion leadership as moderating variable. The data is collected using questionnaire to 445 respondents, man and woman from 17 to 35 years old. Who have visited the restaurant mentioned. The data in this research is run by Statistical Package for the Social Sciences SPSS 22 with multiple regression method. The result shows that there is a direct positive influence on self relevant value reflected appraisal of self, conspicuous value and self image congruence towards electronic word of mouth meanwhile restaurant relevant value restaurant quality and price fairness is proven having no influence on electronic word of mouth. This research is also proven that opinion leadership has no moderating effect on all independent variable toward electronic word of mouth.