

Pengaruh komunikasi word of mouth terhadap minat beli konsumen (online review konsumen pada proses pembelian di Lazada) = Word of mouth communications influence on consumer interests buy (online consumer reviews on the purchase process in Lazada)

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Abstrak

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Seiring berkembangnya zaman, persaingan bisnis didunia e-commerce sudah menjadi tren. Dari banyaknya situs online yang ada, perusahaan harus berusaha harus berupaya menghasilkan dan menyampaikan produk atau jasa yang diinginkan konsumen. Salah satu situs belanja online terbesar di Indonesia adalah Lazada.co.id. Tujuan penelitian ini adalah untuk mengetahui seberapa penting pengaruh komunikasi word of mouth terhadap keputusan pembelian kosnumen dan apakah dengan perubahan zaman yang semakin modern, ternyata electronic word of mouth dapat menggantikan posisi word of mouth secara umum. Word of mouth dan electronic word of mouth sangat berpengaruh bagi konsumen untuk melakukan pembelian online karena konsumen butuh pendapat dari orang lain dan review ketika belanja melalui situs onlineKata kunci : E-commerce, word of mouth, electronic word of mouth

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ABSTRACT

E commerce business competition trend has been increasing as the world evolves to next level of new modern era. Many companies must provide goods and services that can fulfill every customer needs while at the same time compete with other similar online websites. Lazada.co.id is an example of a well known online website in Indonesia. The purpose of this research is to measure the importance of word of mouth marketing toward consumer purchasing power and whether electronic word of mouth has succeeded in replacing traditional word of mouth as many more advanced technologies are introduced recently. Electronic word of mouth has tremendous impact to customers as more people seek other people 39 s review or advice before engage in online shopping.Keywords E commerce, word of mouth, electronic word of mouth