

Analisa pengaruh kualitas sistem informasi dan perilaku penjual terhadap perilaku negatif pembeli setelah membeli paket perjalanan pada Online Marketplace Pariwisata = Factors influencing negative behaviour after purchasing tour packages in online marketplace for tourism

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Abstrak

ABSTRAK

Di Indonesia, perkembangan sektor pariwisata diikuti oleh perkembangan penggunaan internet terutama penggunaan di bidang ekonomi. Hal ini menyebabkan banyaknya bermunculan online marketplace sebagai tempat transaksi jual beli paket perjalanan wisata. Kemungkinan pembeli untuk mencari paket perjalanan di berbagai online marketplace tidak dapat dielakan. Penting bagi pengelola online marketplace untuk menjaga pembeli untuk tetap menggunakan online marketplace sebagai salah satu alternatif untuk mencari paket perjalanan. Atas kebutuhan tersebut maka diperlukannya faktor-faktor yang mempengaruhi switching intention, complaining behaviour, dan negative word of mouth. Model penelitian dibangun menggunakan expectancy disconfirmation theory (EDT), model kesuksesan SI, serta variabel anger dan regret. Metode penelitian yang digunakan adalah survei dengan pengolahan data menggunakan metode PLS-SEM melalui SMARTPLS 3.2.7. Berdasarkan hasil survei dari 81 responden ditemukan bahwa information quality disconfirmation dan system quality disconfirmation berpengaruh terhadap switching intention, complaining behaviour, dan negative WOM.

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ABSTRACT

In Indonesia, the development of the pariwisata sector is followed by the development of internet usage especially in the economic use. This causes the number of emerging online marketplace as a place of sale and purchase transactions travel tour packages. The possibility of buyers to find travel packages in various online marketplace is inevitable. It is important for online marketplace managers to keep buyers to keep using online marketplace as an alternative to finding travel packages. Based on that requirement, the factors that influence switching intention, complaining behavior, and negative word of mouth are needed. The research model was built using expectancy disconfirmation theory (EDT), SI success model, and anger and regret variables. The method used is survei and data was processed using PLS-SEM method through SMARTPLS. Based on survei results from 81 respondents, it was found that information quality disconfirmation and system quality disconfirmation affect switching intention, complaining behavior, and negative WOM