

Recommendation quality, transparency, and mobile app quality sebagai faktor pembentukan kepercayaan dalam sistem rekomendasi aplikasi seluler e-commerce = Recommendation quality, transparency, and mobile app quality as trust building factors in recommendation agents

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Abstrak

Pasar Indonesia sangat seluler, 67% dari pelaku belanja online menggunakan ponselnya untuk berbelanja. Maka dari itu, peran dari aplikasi seluler e-commerce sangatlah penting. Bagian paling integral dari aplikasi seluler e-commerce adalah sistem rekomendasi. Sistem ini bertugas merekomendasikan produk kepada pengguna sesuai aktivitas dan profil preferensi mereka. Suatu sistem rekomendasi dapat dikatakan berhasil apabila dapat menghasilkan niatan membeli pada pengguna. Namun, hal ini membutuhkan kepercayaan dari pengguna. Pada penelitian ini, diselidiki faktor-faktor yang mempengaruhi kepercayaan pengguna, yaitu: recommendation quality, transparency, dan mobile app quality. Sebanyak 640 responden yang menggunakan aplikasi seluler e-commerce dalam jangka 6 bulan diteliti. Hasil dari penelitian ini membuktikan bahwa ada pengaruh positif dari recommendation accuracy, novelty, dan diversity terhadap recommendation quality; pengaruh positif dari explanation terhadap transparency; pengaruh positif dari information quality, recommendation quality, dan transparency terhadap trust; dan pengaruh positif dari trust terhadap purchase intention.

.....The Indonesian market is very mobile, 67% of online shoppers prefer to shop on their mobile phones. While, the role of mobile app grows more important, so does the role of recommendation agent in it. The task of such agent is to point customers to additional items of interest in the catalog based on their current activity and preference profile. The system is proven useful if it can generate users purchase intention and trust is the prerequisite of such intention. This study aims to investigate the trust-building factors, namely: recommendation quality, transparency, and the mobile app quality itself. We collected 640 respondents who accessed an e-commerce mobile app within the last 6 months. This study reveals that there is a positive correlation from recommendation accuracy, novelty, and diversity towards recommendation quality; a positive correlation from explanation towards transparency; a positive correlation from information quality, recommendation quality, and transparency towards trust; and a positive correlation from trust towards purchase intention.