

Pengaruh karakteristik E-WOM pada online repurchase intention dengan peran mediasi: trust dan perceived usefulness (studi pada Sociolla.com) = The influence of E-WOM characteristic on online repurchase intention mediating roles of trust and perceived usefulness (study on Sociolla.com)

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Abstrak

Studi ini membahas mengenai bagaimana karakteristik e-WOM dapat mempengaruhi repurchase intention pada pengguna Sociolla.com. Penelitian ini menggunakan metode conclusive descriptive cross-sectional dan kuesioner disebar kepada 187 pengguna website Sociolla yang pernah membaca review pelanggan yang tertera di Sociolla.com. Dengan analisis menggunakan structural equation modelling (SEM), penelitian ini menemukan bahwa karakteristik e-WOM (quantity, credibility, dan quality) dapat mempengaruhi niat konsumen untuk membeli kembali di website Sociolla tersebut dengan variabel mediasi trust dan perceived usefulness. Karakteristik e-WOM (quantity, credibility, dan quality) ditemukan tidak berpengaruh secara langsung terhadap repurchase intention. Nilai e-WOM quantity dan quality secara positif dapat mempengaruhi kepercayaan pelanggan terhadap website. Nilai e-WOM quantity dan quality juga ditemukan dapat secara positif mempengaruhi perceived usefulness sementara nilai e-WOM credibility tidak memiliki pengaruh terhadap trust dan perceived usefulness.

.....This study discusses how the characteristics of e-WOM can affect the repurchase intention of Sociolla.com users. This study used a cross-sectional descriptive method and a questionnaire was distributed to 187 Sociolla website users who had read customer reviews listed on Sociolla.com. With analysis using structural equation modeling (SEM), this study found the fact that e-WOM characteristics (quantity, credibility, and quality) can influence consumers to repurchase on the website. The characteristics of e-WOM (quantity, credibility, and quality) were found to be incompatible with the intention to repurchase. The characteristics of e-WOM can influence the intention to repurchase by mediating perceived trust and perceived usefulness. The value of e-WOM quantity and quality is positively related to customer trust in the website. The e-WOM value of quantity and quality is also found to be able to positively influence perceived usefulness while the value of e-WOM credibility has no influence on perceived trust and usefulness.