

Pengaruh Online Customer Review Produk Fashion Terhadap Minat Beli Berdasarkan Kerangka S-O-R: Pada Marketplace Shopee = The Impact of Online Customer Reviews for Fashion Products to the Purchase Intention Based on the S-O-R Framework: on Shopee Marketplace

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Abstrak

Perkembangan teknologi yang semakin maju membuat terjadinya perubahan perilaku belanja konsumen yang semula offline menjadi online, salah satunya ditandai dengan pertumbuhan e-commerce yang mengalami peningkatan signifikan. Salah satu fitur yang terdapat pada online shop adalah Online Customer Review (OCR) yang dianggap merupakan salah satu faktor yang cukup penting dalam memengaruhi kepercayaan maupun minat pembelian pelanggan. Penelitian ini bertujuan untuk mengetahui hubungan antara ulasan online yang diberikan sesama pelanggan terhadap niat beli dalam konteks e-commerce shopee melalui mekanisme S-O-R dimana perceived information quality dan social presence bertindak sebagai stimulus (S), trust dan satisfaction bertindak sebagai organism (O), dan purchase intention bertindak sebagai response (R). Survei dilakukan terhadap 236 responden melalui google form, dan data dianalisis menggunakan Structural Equation Modelling (SEM). Hasil penelitian ini menunjukkan bahwa perceived information quality berpengaruh secara positif terhadap purchase intention, trust, dan satisfaction. Selanjutnya, social presence berpengaruh secara positif terhadap trust dan satisfaction. Terakhir, Trust berpengaruh secara positif terhadap satisfaction dan satisfaction berpengaruh secara positif terhadap purchase intention. Implikasi manajerial serta saran bagi penelitian selanjutnya akan dibahas lebih lanjut pada penelitian ini.

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The development of increasingly advanced technology makes changes in consumer shopping behavior from offline to online, one of them is marked by the growth of e-commerce which has increased significantly. One of the features found in online shops is Online Customer Review (OCR) which is considered one of the factors that is quite important in influencing customer trust and buying interest. This study aims to determine the relationship between online reviews given by fellow customers with purchase intentions in the context of e-commerce shopee through the S-O-R mechanism where perceptions of information quality and social presence act as a stimulus (S), trust and satisfaction act as organisms (O), and intention to buy acts as a response (R). The survey was conducted on 236 respondents through a google form, and the data were analyzed using Structural Equation Modeling (SEM). The results of this study indicate that the perceived quality of information has a positive effect on purchase intention, trust, and satisfaction. Furthermore, social presence has a positive effect on trust and satisfaction. Finally, trust has a positive effect on satisfaction and satisfaction has a positive effect on purchase intention. The managerial implications and suggestions for further research will be discussed further in this study.