

Influencer Endorsement vs. Customer Review: Pengaruh Sumber Electronic Word-of-Mouth terhadap Repurchase Intention pada Aplikasi Pesan Antar Makanan dengan Electronic Trust sebagai Mediator = Influencer Endorsement vs. Customer Review: Effect of Electronic Word-of-Mouth Source on Repurchase Intention in Food Delivery App with Electronic Trust as a Mediator

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Abstrak

Aplikasi pesan antar makanan memfasilitasi generasi Z untuk tetap dapat membeli makanan dari berbagai restoran tanpa perlu keluar rumah pada situasi pandemi COVID-19. Penelitian ini bertujuan untuk melihat perbedaan pengaruh antara electronic word-of-mouth (eWOM) yang bersumber dari influencer endorsement dan customer review terhadap repurchase intention, serta melihat peran kepercayaan kepada aplikasi pesan antar (electronic trust atau e-trust) sebagai mediator dalam pengaruh electronic word-of-mouth yang bersumber dari influencer endorsement dan customer review terhadap repurchase intention. Penelitian ini merupakan penelitian eksperimental randomized two-group design, post-test only yang dilakukan pada 300 partisipan generasi Z (18-25 tahun) dan merupakan pengguna lama GrabFood lebih dari dua tahun. Hasil penelitian menunjukkan bahwa terdapat perbedaan pengaruh yang signifikan dari kedua sumber eWOM terhadap repurchase intention, dengan customer review yang memiliki pengaruh terbesar. Di sisi lain, e-trust tidak terbukti berperan sebagai mediator dalam pengaruh kedua sumber eWOM terhadap repurchase intention. Dengan begitu, masih terdapat kemungkinan variabel lain yang dapat menjelaskan mekanisme yang memengaruhi repurchase intention konsumen saat mereka menerima eWOM yang bersumber dari influencer endorsement dan customer review.

.....The food delivery application facilitates Generation Z to still be able to buy food from various restaurants without leaving the house during the COVID-19 pandemic situation. This study aims to see the difference of the influence between electronic word-of-mouth (eWOM) sourced from influencer endorsements and customer reviews on repurchase intention, and to see the role of trust to delivery app (electronic trust or e-trust) as a mediator in the influence of electronic word-of-mouth sourced from influencer endorsements and customer review on repurchase intention. This study is an experimental randomized two-group design, post-test only study that was conducted on 300 participants of Generation Z (18-25 years) and were long-time GrabFood users for more than two years. The results showed that there is a significant difference in the effect of both eWOM sources on repurchase intention, with customer review having the greatest influence. On the other hand, e-trust was not proven to act as a mediator in the effect of both eWOM sources on repurchase intention. That way, there is still the possibility of other variables that are able to explain the mechanism that influences consumers' repurchase intention when they receive eWOM from influencer endorsements and customer reviews.⁴