

Pengaruh Negative Reviews dan Managerial Responses terhadap Purchase Intention dalam Platform E-commerce = Influence of Negative Reviews and Managerial Responses on Purchase Intention in E-commerce Platform

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Abstrak

Tersedianya e-commerce sebagai sarana belanja secara online untuk konsumen dapat memudahkan belanja produk dengan melihat ulasan produk tersebut dan juga respon penjual terhadap ulasan tersebut. Tujuan penelitian ini adalah untuk melihat peran negative reviews dan managerial responses atau respon penjual terhadap purchase intention. Disamping itu, juga akan dilihat korelasi antara tipe negative review dengan purchase intention. Penelitian ini merupakan penelitian eksperimental yang menggunakan data dari 260 partisipan yang memiliki rentang umur 17-64 tahun. Stimulus yang digunakan merupakan script menyerupai tampilan halaman produk di e-commerce beserta dengan enam ulasan negatif dan juga respon penjualnya. Alat ukur purchase intention diadaptasi dari alat ukur Lafferty dan Goldsmith. (1999), dan alat ukur negative review impression diadaptasi dari Purnawirawan et al. (2012) serta alat ukur negative review diagnosticity diadaptasi dari Huang et al. (2013); Jiang dan Benbasat (2004). Hasil one way ANOVA menunjukkan bahwa terdapat perbedaan mean dari purchase intention pada variasi response rate dan response relevance dengan mean tertinggi pada kelompok negative review dengan varian high response rate dan high response relevance. Disamping itu hasil penelitian menunjukkan bahwa terdapat hubungan yang signifikan antara negative reviews pada suatu produk dan purchase intention calon konsumen di e-commerce dengan korelasi yang lebih besar pada negative review impression. Dapat disimpulkan bahwa pihak penjual dapat mempertimbangkan untuk memilih pendekatan managerial responses dengan tingkat respon dan relevansi yang tinggi. Hasil penelitian ini mengimplikasikan bahwa pemilihan strategi interaksi penjual dengan konsumen dapat memengaruhi tingkat penjualan di masa depan. Berdasarkan hasil penelitian, negative reviews dan managerial responses memiliki pengaruh terhadap purchase intention.

.....The availability of e-commerce as a means of online shopping for consumers can facilitate buying products by looking at product reviews and also the seller's response to these reviews. The purpose of this study was to see the role of negative reviews and managerial responses or seller responses to these negative reviews that could affect the purchase intention of potential consumers. Besides that, it will also look at the correlation between the type of negative review and purchase intention. This study is an experimental study using data from 260 participants who have an age range of 17-64 years. The stimulus in this experiment is a script that resembles the appearance of a product page in e-commerce along with six negative reviews and also the seller's response. The purchase intention measurement tool was adapted from the Lafferty and Goldsmith measuring instrument. (1999), and the negative review impression measurement tool was adapted from Purnawirawan et al. (2012) as well as a negative review diagnosticity measurement tool adapted from Huang et al. (2013); Jiang and Benbasat (2004). The results of one-way ANOVA show that there is a difference in the mean of purchase intention in the variation of response rate and response relevance with the highest mean in the negative review group with variants of high response rate and high response relevance. Besides, the results of the study show that there is a significant relationship between negative reviews on a

product and the purchase intention of prospective consumers in e-commerce with a greater correlation on negative review impressions. The results of this study imply that the selection of a seller-consumer interaction strategy can affect the level of sales in the future. It can be concluded that the seller can consider choosing a managerial responses approach with a high response rate and relevance. The results of this study imply that the selection of a seller's interaction strategy with consumers can affect the level of sales in the future. Based on the research results, negative reviews and managerial responses have an influence on purchase intention.