

Pengaruh Electronic Word of Mouth terhadap Minat Beli melalui Brand Image pada Secondary Market Industri NFT (Studi pada Marketplace OpenSea) = The Impact of Electronic-Word-of-Mouth Towards Purchase Intention Through Brand Image on NFT Industry's Secondary Market (Study on OpenSea Marketplace)

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Abstrak

Industri NFT merupakan industri yang sempat memiliki peminat investor yang sangat tinggi di kalangan pengguna internet. Namun demikian, literatur terkait pemasaran pada industri ini masih minim. Penelitian ini bertujuan untuk menganalisis pengaruh dari Electronic Word of Mouth terhadap Minat Beli dari konsumen secondary market industri NFT melalui mediasi variabel Brand Image, terutama pada Marketplace OpenSea. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik purposive sampling pada konsumen industri NFT, khususnya secondary market OpenSea. Melalui metode survei, sampel pada penelitian ini berjumlah 153 dengan ketentuan responden tersebut pernah bertransaksi pada secondary market OpenSea dan menggunakan media sosial Discord dan/atau Twitter. Hipotesis diuji dengan menggunakan metode Structural Equation Modelling (SEM). Hasil yang diperoleh dari penelitian ini menunjukkan bahwa Electronic Word of Mouth berpengaruh secara signifikan terhadap Minat Beli dari konsumen industri ini, baik secara langsung maupun tidak langsung dengan pengaruh mediasi variabel Brand Image.

.....NFT is an industry which attract many investor from the internet community. However, there are barely any literatures about the marketing in this sector. This research aimed to analyze the impact of Electronic Word of Mouth on Purchase Intention through Brand Image as the mediating variable in the NFT's Secondary Market, especially on the OpenSea Marketplace. This research used a quantitative approach with a purposive sampling technique on consumers in the NFT industry, specifically the OpenSea secondary market. Using a survey method, the sample in this research consisted of 153 respondents who had previously conducted transactions on the OpenSea secondary market and used social media platforms Discord and/or Twitter. The hypotheses were tested using the Structural Equation Modelling (SEM) method. The results of this research showed that Electronic Word of Mouth significantly affected Purchase Intention from consumers in this industry, both directly and indirectly through the mediating effect of the Brand Image variable.