

Analisis pengaruh dimensi kualitas informasi dari Electronic Word-of-Mouth terhadap perilaku pembelian produk konsumen di Online Marketplace = Analysis of the influence of information quality dimensions of Electronic Word-of-Mouth on consumer product purchase behavior in Online Marketplace

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Abstrak

Ulasan daring sebagai salah satu bentuk electronic word-of-mouth (EWOM) telah terbukti memotivasi konsumen untuk berbelanja melalui online marketplace di Indonesia. Namun, kebebasan konsumen dalam memberikan ulasan mengakibatkan terjadinya inkonsistensi kualitas informasi yang berpengaruh terhadap kepercayaan dan keputusan pembelian konsumen. Selain itu, masih banyak online marketplace yang belum menyediakan fitur untuk menyaring informasi yang relevan, terbaru, akurat, atau lengkap pada ulasan. Penelitian ini bertujuan untuk menganalisis bagaimana pengaruh dimensi kualitas informasi dari EWOM terhadap keputusan pembelian produk di online marketplace. Penelitian ini menggunakan pendekatan kuantitatif dengan melakukan survei terhadap 1.266 masyarakat Indonesia pengguna online marketplace yang pernah berbelanja dan membaca ulasan dalam kurun waktu tiga bulan terakhir. Data diolah dengan metode covariance-based structural equation modeling menggunakan AMOS 24. Hasil penelitian menunjukkan bahwa keempat dimensi kualitas informasi EWOM, yaitu relevance, timeliness, accuracy, dan comprehensiveness memengaruhi information quality secara signifikan. Selain itu, information quality memengaruhi social psychological distance dan trust secara signifikan. Lalu, social psychological distance memengaruhi trust secara signifikan dan memediasi hubungan antara information quality dengan trust. Selanjutnya, trust memengaruhi purchase intention secara signifikan. Terakhir, purchase intention memengaruhi purchase decision secara signifikan. Hasil penelitian ini dapat memberikan wawasan untuk membantu penyedia layanan online marketplace dalam mengembangkan fitur ulasan yang lebih baik.

.....Online review as a form of electronic word-of-mouth (EWOM) has been proven to motivate consumers to shop through online marketplaces in Indonesia. However, the freedom of consumers to provide reviews results in information quality inconsistency that affects consumer trust and purchasing decisions. In addition, some online marketplaces have not yet provided a feature to filter relevant, latest, accurate, or complete information in the review. This study aims to analyze the influence of the information quality dimensions of EWOM on consumer behavior in purchasing products in the online marketplace. This study uses quantitative approach by surveying 1,266 online marketplace users in Indonesia who have purchased products and read the reviews in the last three months. The data were processed in AMOS 24 by using the covariance-based structural equation modeling method. The results shows that the four dimensions of EWOM information quality, namely relevance, timeliness, accuracy, and comprehensiveness significantly influence information quality. After that, information quality significantly influences social psychological distance and trust. Then, social psychological distance significantly influences trust and mediates the relationship between information quality and trust. Furthermore, trust significantly influences purchase intention. Finally, purchase intention significantly influences purchase decision. The results of this study can provide insight to assist online marketplace service providers in developing better online review features.