

Google Review Credibility: The Effects of Google Reviews on the Adoption of Restaurant Choices Among Consumers in the Jabodetabek Area = Kredibilitas Google Review: Pengaruh Google Review terhadap Adopsi Pilihan Restoran di Kalangan Konsumen Wilayah Jabodetabek

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Abstrak

Penelitian ini menyelidiki pengaruh faktor informasional dan normatif terhadap evaluasi kredibilitas Google Review dan bagaimana kredibilitas tersebut memengaruhi keputusan adopsi konsumen di industri restoran, khususnya di wilayah Jabodetabek, Indonesia. Dengan menggunakan pendekatan kuantitatif melalui 221 respons valid dan analisis data menggunakan Structural Equation Modeling (SEM), temuan menunjukkan bahwa pengetahuan awal penerima, ketepatan waktu, relevansi, dan keberpihakan secara signifikan memengaruhi persepsi terhadap kredibilitas ulasan. Sebaliknya, kualitas ulasan, konsistensi, dan rating keseluruhan ditemukan tidak signifikan. Studi ini juga mengonfirmasi bahwa kredibilitas yang dirasakan memiliki pengaruh kuat dan positif terhadap adopsi ulasan. Temuan ini menekankan pentingnya bagi bisnis untuk secara strategis mengelola ekosistem ulasan daring mereka, dengan fokus pada kualitas dan konsistensi konten daripada sekadar angka rating. Penelitian ini menawarkan rekomendasi praktis bagi pemasar, platform Google Review, dan institusi akademik, serta menyoroti perlunya instrumen yang disesuaikan secara budaya dan analisis demografis yang lebih terarah dalam studi selanjutnya.

.....This study investigates the influence of informational and normative factors on the credibility evaluation of Google Reviews and how that credibility affects consumer adoption decisions in the restaurant industry, particularly in the Jabodetabek area of Indonesia. Using a quantitative approach with 221 valid responses and data analysis through Structural Equation Modeling (SEM), the findings reveal that receiver's prior knowledge, timeliness, relevance, and sidedness significantly impact perceived review credibility.

Conversely, review quality, consistency and overall rating were found to be insignificant. The study also confirms that perceived credibility has a strong and positive influence on review adoption. These findings underscore the importance for businesses to manage their online review ecosystem strategically, focusing on content quality and consistency rather than numerical ratings alone. The research offers practical recommendations for marketers, Google review platforms, and academic institutions while highlighting the need for culturally adapted instruments and more targeted demographic analysis in future studies.