

Pengaruh Direct Versus Indirect Experience Terhadap Adopsi Situs Baru (www.tryoutui.com). Studi Kasus : Siswa-Siswi SMAN 38 dan SMAN 28 Jakarta = The Influence of Direct Versus Indirect Experience Toward New Site Adoption (www.tryoutui.com). Case Study : Students of SMAN 38 and SMAN 28 Jakarta

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Abstrak

Penelitian ini membahas tentang perbedaan rata-rata experience (direct, indirect) calon konsumen terhadap keinginan untuk melakukan pendaftaran (register intention) pada website edukasi online www.tryoutui.com, kemudian melihat hubungan register intention terhadap actual register dan terakhir melihat pengaruh register intention terhadap willingness to pay calon konsumen. Penelitian ini adalah penelitian kuantitatif dengan desain kausal dan deskriptif. Jumlah sampel sebanyak 134 orang.

Hasil penelitian ini adalah tidak terdapat perbedaan rata-rata experience (direct, indirect) calon konsumen terhadap keinginan untuk melakukan pendaftaran (register intention), terdapat hubungan antara register intention dengan actual register dan register intention memiliki pengaruh terhadap willingness to pay calon konsumen pada website edukasi online www.tryoutui.com.

.....This research examines the average difference of the candidate customer (direct, indirect) toward their intention to register to an online education website www.tryoutui.com. Other purposes of this research are to examine the correlation between customers intention to register and the actual register, and to find how the register intention influences customers willingness to pay. This research is a quantitative research using causal design and descriptive approach. The sample for this research is 134 persons in total. The result of this research shows that there is no average difference for customer experiences (direct, indirect) toward their intention to register. It finds that there is a correlation between register intention and actual register and register intention influences customers willingness to pay for an online education website www.tryoutui.com.