

Analisis pengaruh pengalaman komunitas online terhadap sikap pada produk, perusahaan dan kualitas pelayanan yang dipersepsikan = The impact of online community experience on attitude towards product, attitude towards company and perceived service quality

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Abstrak

[ABSTRAK

Perkembangan teknologi telah membawa dampak pada berkembangnya komunitas online di Indonesia. Penilaian terhadap kualitas layanan yang dipersepsikan menjadi salah satu faktor yang dapat dipengaruhi oleh pengalaman berinteraksi anggota dalam komunitas. Penelitian sebelumnya telah membuktikan bahwa dimensi pengalaman komunitas online memiliki hubungan dengan kualitas layanan yang dipersepsikan. Penelitian ini didesain untuk mengetahui hubungan dan pengaruh antara pengalaman komunitas online, sikap pada produk, perusahaan dan kualitas layanan yang dipersepsikan dalam konteks komunitas online. Responden dalam penelitian ini berjumlah 290 orang yang merupakan anggota dari komunitas online milik Majalah Femina, Cita Cinta, Cosmopolitan dan Cleo. Sebuah model penelitian dengan tiga besar hipotesis diuji menggunakan Structural Equation Modeling (SEM) untuk mengetahui pengaruh pengalaman komunitas online terhadap sikap pada produk, perusahaan dan kualitas layanan yang dipersepsikan. Hasil penelitian menyatakan bahwa terdapat pengaruh pengalaman komunitas online terhadap sikap pada produk, perusahaan dan kualitas layanan yang dipersepsikan melalui dimensi dan nilai yang berbeda-beda.

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ABSTRAK

Technological developments have an impact on the development of online communities in Indonesia. Assessment of perceived service quality is one factor that has a positive association with the members' interaction experience in the community. Previous research has shown that the dimensions of online community experience affect perceived service quality. This study was designed to determine the relationship and influence between the online community experience, attitude towards the product, attitude towards company and perceived service quality in the context of online communities. Respondents in this study amounted to 290 people who are members of the Femina, Cita Cinta, Cosmopolitan and Cleo magazine's online community. A model with three major research hypotheses were tested using Structural Equation Modeling (SEM) to determine the influence of online community experience on attitude towards the product, attitude towards company and perceived service quality. The study states that the online community experience can influence the attitude towards the product, company and perceived service quality through the different dimensions and values., Technological developments have an impact on the development of online communities in Indonesia. Assessment of perceived service quality is one factor that has a positive association with the members' interaction experience in the community. Previous research has shown that the dimensions of online community experience affect perceived service quality. This study was designed to determine the relationship and influence between the online community experience, attitude towards the product, attitude towards company and perceived service quality in the context of online communities. Respondents in this study amounted to 290 people who are members of the Femina, Cita

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