

## Penelitian pengaruh electronic word of mouth participation terhadap electronic loyalty pada e-commerce = The effect of e-wom participation on e-loyalty in e-commerce / Safiral Alam

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### Abstrak

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Penelitian ini bertujuan untuk mengetahui pengaruh positif dan signifikan dari dimensi variabel intrinsic motives yang terdiri dari concern for others, self enhancement, dan social benefit, serta variable extrinsic motives terhadap e-wom participation, selanjutnya e-wom participation tersebut di mediasi dengan variabel personal identification dan social identification untuk mengetahui pengaruhnya terhadap e-loyalty.

Penelitian ini menggunakan desain penelitian eksploratif dan deskriptif yang dilakukan satu kali dalam satu periode. Responden penelitian ini berjumlah 150 orang e-commerce user dengan aktivitas online shop terakhir adalah 6 bulan. Model penelitian dengan sembilan hipotesis diuji menggunakan Structural Equation Modelling (SEM). Hasil penelitian menyatakan bahwa intrinsic motives dan extrinsic motives berpengaruh signifikan dan positif terhadap e-wom participation pada e-commerce. E-wom participation memiliki pengaruh signifikan positif terhadap personal dan social identification. Personal site identification berpengaruh positif signifikan terhadap e-loyalty, dan social site identification tidak memiliki pengaruh terhadap e-loyalty pada e-commerce.

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<b>ABSTRACT:</b><br>

The purpose of this study is to identify the impact and relation from dimension of variable intrinsic motives which is consist of concern for others, self enhancement, and social benefit, also extrinsic motives variable toward e-wom participation, and then that e-wom participation on e-loyalty with intervening variable which is consist of personal site identification and social site identification. This research uses exploratory and descriptive design research conducted in one time period (cross sectional design). Respondents of this study are 150 people who have account of e-commerce and have been done last six month online shopping activity. The six-hypotheses research model in this study are tested with Structural Equation Modeling (SEM). The study states that the intrinsic motives and extrinsic motives significant and positive impact on e-wom participation in e-commerce. e-WOM participation have a positive significant effect on personal and social site identification, and then personal site identification have a positive significant effect on e-loyalty and social site identification have no significant effect on e-loyalty.