

Pengaruh moderasi ulasan tidak konsisten dan gender pada keputusan belanja online konsumen (studi pada Giant Computer Depok) = The moderating effect of inconsistent reviews and gender on consumers online shopping decision (Study on Giant Computer Depok) / Hendra Arif Pribadi

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Abstrak

[Skripsi ini membahas mengenai pengaruh ulasan tidak konsisten dan gender berdampak pada hubungan antara kepercayaan emosional dengan keputusan belanja online konsumen di toko online Giant Computer Depok. Penelitian ini adalah penelitian kuantitatif dengan desain deskriptif. Hasil penelitian menyarankan bahwa dengan memberikan rasa nyaman, ketenangan, dan kepuasan dalam konsumen berbelanja dapat membuat pelanggan menjadi puas dan akan

merekomendasikan kepada dirinya untuk kembali menggunakan produk atau jasa toko ritel tersebut; menjaga kepercayaan pelanggan, serta menjaga produk dan jasa agar selalu berkualitas di mata pelanggan; menawarkan atau menginformasikan produk kepada pelanggan, harus kompeten dan efektif dalam mengatasi masalah

yang dialami oleh pelanggan tersebut. dalam hal ini produk yang kita tawarkan dapat menjadi solusi yang diperlukan oleh pelanggan.;This thesis discusses the influence of reviews is inconsistent and gender impact on the relationship between emotional trust the decision of consumer online shopping in online stores Giant Computer. This study is a descriptive quantitative research design.The results of the study suggest that by giving a sense of comfort, serenity, and customer satisfaction in the shop can make customers be satisfied and would

recommend to him for re-use of products or services of the retail stores; maintaining the trust of customers, and maintain products and services so that quality always in the eyes of the customer;offers or inform the product to the customer, must be competent and effective in addressing the problems experienced by the customer. In this case the products that we can offer a solution that is required by the customer.;This thesis discusses the influence of reviews is inconsistent and gender impact on the relationship between emotional trust the decision of consumer online shopping in online stores Giant Computer. This study is a descriptive quantitative research design.The results of the study suggest that by giving a sense of comfort, serenity, and customer satisfaction in the shop can make customers be satisfied and would

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