

Analisis faktor faktor yang mempengaruhi intention to taste pembaca readers situs gastronomi kasus pada situs zomato indonesia =
Analyzing the factors that influencing gastronomy website s reader s intention to taste case on zomato indonesia website / Meily Dwi Lestari

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Abstrak

[Pertumbuhan industri restoran menengah dan atas di Indonesia, khususnya Jabodetabek menjadi semakin pesat. Hal ini mendorong terciptanya kebiasaan makan diluar pada masyarakat Indonesia, khususnya di Jabodetabek. Beragam pilihan restoran dapat membingungkan konsumen terlebih jika konsumen belum pernah mencoba restoran tersebut sebelumnya, sehingga menggunakan situs gastronomi pencarian restoran seperti Zomato Indonesia menjadi alternatif yang dapat dipilih para konsumen sebelum mencoba restoran tersebut. Penelitian ini bertujuan untuk mengetahui seberapa signifikan faktor-faktor yang terdapat pada Zomato Indonesia dalam mempengaruhi behavioral intention to taste pembacanya (readers), dimana behavioral intention to taste berpotensi dipengaruhi oleh tujuh variabel yang digolongkan kedalam tiga kategori variabel utama yaitu (1) inspiring taste desire (yang terdiri dari variabel: experiencing appeal dan generating empathy), (2) forming taste awareness (yang terdiri dari variabel: providing image, delivering knowledge dan presenting guide), dan (3) facilitating interpersonal interaction (yang terdiri dari variabel: social influence dan cybercommunity influence). Sampel penelitian merupakan para anggota Zomato Indonesia. Data diolah dengan menggunakan metode regresi berganda. Hasil penelitian menunjukkan bahwa generating empathy, presenting guide, social influence dan cybercommunity influence secara positif mempengaruhi behavioral intention to taste pembaca (readers). Sedangkan experiencing appeal, providing image, dan delivering knowledge tidak berpengaruh secara positif terhadap behavioral intention to taste.;"The growth of the middle and upper class restaurant industry in Indonesia," "especially Jabodetabek becoming increasingly rapid. This encourages the eating out habits of Indonesian people, particularly in Jabodetabek. A wide selection of restaurants can confuse consumers, especially when consumers have never tried the restaurant before, so using gastronomy website like Zomato Indonesia can be chosen by consumers before trying the restaurant. This study aims to determine how significant all factors of Zomato Indonesia in influencing reader?s behavioral intention to taste, where behavioral intention to taste potentially affected by the seven variables that are classified into three main categories of variables: (1) inspiring taste desire (which consists of: experiencing appeal and generating empathy), (2) forming taste awareness (which consists of: providing image, delivering knowledge and presenting guide), and (3) facilitating interpersonal interaction (which consists of: social influence and cybercommunity influence). The research samples are Zomato Indonesia members. The data is processed by multiple regression method. The result shows that the generating empathy, presenting guide, social influence and cybercommunity

influence positively affect reader's behavioral intention to taste. While experiencing appeal, providing images, and delivering knowledge do not affect positively reader's behavioral intention to taste., "The growth of the middle and upper class restaurant industry in Indonesia," "especially Jabodetabek becoming increasingly rapid. This encourages the eating out habits of Indonesian people, particularly in Jabodetabek. A wide selection of restaurants can confuse consumers, especially when consumers have never tried the restaurant before, so using gastronomy website like Zomato Indonesia can be chosen by consumers before trying the restaurant. This study aims to determine how significant all factors of Zomato Indonesia in influencing reader's behavioral intention to taste, where behavioral intention to taste potentially affected by the seven variables that are classified into three main categories of variables: (1) inspiring taste desire (which consists of: experiencing appeal and generating empathy), (2) forming taste awareness (which consists of: providing image, delivering knowledge and presenting guide), and (3) facilitating interpersonal interaction (which consists of: social influence and cybercommunity influence). The research samples are Zomato Indonesia members. The data is processed by multiple regression method. The result shows that the generating empathy, presenting guide, social influence and cybercommunity influence positively affect reader's behavioral intention to taste. While experiencing appeal, providing images, and delivering knowledge do not affect positively reader's behavioral intention to taste.]