

Informasi dan pengaruh normatif dalam E-WOM: Kerangka diagnosis adopsi dalam ulasan secara online. Studi kasus: AIRBNB = Informational and normative influences in E-WOM: a diagnosticity adoption on online reviews. Case study on Airbnb / Dewi Rachmawati

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Abstrak

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Konsumen semakin menggunakan ulasan konsumen online untuk memahami kualitas produk. Dengan demikian penting bagi pemasar untuk memahami apa yang membuat ulasan konsumen online membantu konsumen dan bagaimana evaluasi ini mempengaruhi keputusan mereka. Teori dual-proses telah diadopsi dalam penelitian ini untuk menyelidiki prediktor informasi dan normatif informasi diagnostisitas dan hubungannya dengan adopsi informasi konsumen. Sampel penelitian ini adalah responden yang telah membaca ulasan konsumen online di Airbnb 3 (tiga) bulan terakhir. Data diolah dengan menggunakan Structural Equation Modelling. Hasil penelitian menunjukkan bahwa kualitas informasi (information quality) tidak berpengaruh signifikan terhadap diagnostisitas informasi (information diagnosticity), namun kualitas informasi (information quality) memiliki pengaruh signifikan terhadap kredibilitas sumber (source credibility). Sedangkan kredibilitas sumber (source credibility) tidak berpengaruh signifikan terhadap diagnostisitas informasi (information diagnosticity). Namun, kuantitas informasi (information quantity) berpengaruh terhadap diagnostisitas informasi (information diagnosticity). Peringkat keseluruhan produk (overall product ranking) tidak berpengaruh signifikan terhadap diagnostisitas informasi (information diagnosticity). Hasil penelitian juga menunjukkan diagnostisitas informasi (information diagnosticity) berpengaruh terhadap adopsi informasi (information adoption).

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**ABSTRACT**

Consumers are increasingly using online consumer reviews (OCRs) to learn about product quality. It is thus paramount for marketers to understand what makes OCRs helpful to consumers and how this evaluation affects their decisions. Dual-process theory has been adopted in this study to investigate the informational and normative predictors of information diagnosticity and its links with consumers' information adoption. Data for this research were collected from respondents who had read online consumer reviews on Airbnb in the last 3 (three) months. They were then analyzed using Structural Equation Modelling method. The result of this research shows that information quality does not have significant effect on information diagnosticity. However, information quality has positive affect on source credibility. Meanwhile source credibility does not have significant effect on information diagnosticity. However information quantity has positive affect on information diagnosticity. Furthermore, the result showed that information diagnosticity has positive affect on information adoption