

Analisis motif pendorong konsumen untuk menyebarkan electronic word of mouth di forum jual beli kaskus = Analyzing motives that drive consumer to spread electronic word of mouth in forum jual beli kaskus

Marco Anthony, author

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Abstrak

[Electronic word of mouth telah menjadi salah satu fenomena yang timbul akibat perkembangan teknologi internet dan menjadi salah satu topik yang dipelajari pada era pemasaran digital. Tujuan penelitian ini adalah untuk menganalisis motif apa yang mendorong niat seseorang mau menyebarkan electronic word of mouth pada media consumer-opinion platform Forum Jual Beli Kaskus. Penelitian dilakukan dengan menggunakan data dari 60 responden yang kemudian dianalisis menggunakan metode Partial Least Square ? Structural Equation Model (PLS ? SEM). Hasil penelitian mendukung dua dari enam hipotesis yang diajukan, yaitu Kepuasan Menolong dan Kewajiban Moral berpengaruh positif terhadap niat seseorang untuk menyebarkan electronic word of mouth pada consumer-opinion platform Forum Jual Beli Kaskus.

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Electronic word of mouth has become a phenomenon that arise because of internet advancement and a subject of study in this digital marketing era. The purpose of this study is to analyze what motives that drive consumer's intention to spread electronic word of mouth in consumer-opinion platform media Forum Jual Beli Kaskus. This study is conducted using the data from 60 respondent and analyzed using Partial Least Square ? Structural Equation Model (PLS-SEM) method. The result support two of six hypotheses that have been proposed which are Enjoyment of Helping and Moral Obligation positively related to Consumer's Intention in spreading the electronic word of mouth in consumer-opinion platform Forum Jual Beli Kaskus.

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