

Pengaruh motivasi pengguna media sosial terhadap word of mouth intention dalam fashion online shopping = Effects of social media user s motivation toward word of mouth intention of fashion online shopping

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Abstrak

Penelitian ini membahas tentang pengaruh motivasi pengguna media sosial terhadap perilaku word of mouth intention pada fashion online shopping. Penelitian ini adalah penelitian kuantitatif dengan desain deskriptif. Hasil penelitian disimpulkan bahwa faktor convenience, information availability, dan customized advertisements mempengaruhi secara signifikan positif terhadap motivasi utilitarian; kemudian ditemukan bahwa faktor adventure mempengaruhi secara signifikan positif terhadap motivasi hedonis; kedua motivasi yaitu motivasi utilitarian dan hedonis ditemukan mempengaruhi secara signifikan positif terhadap faktor social media product browsing; terakhir social media product browsing ditemukan mempengaruhi secara signifikan positif terhadap word of mouth intention.

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The focus of this study is to discover effects of social media user's motivation toward word of mouth intention of fashion online shopping. This research is quantitative and descriptive. The result of this research are; convenience information availability, and customized advertisements is significantly positive affecting utilitarian motivation; adventure is significantly positive affecting hedonic motivation; social media product browsing are confirmed significantly positive affected both by utilitarian motivation and hedonic motivation; last, it is confirmed social media product browsing is significantly positive affecting word of mouth intention.