

Pengaruh variasi elemen Electronic Word-of-Mouth positif terhadap sikap merek pada pengguna bus TransJakarta = The effect of positive Electronic Word-of-Mouth element variation towards TransJakarta bus users brand attitude

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Abstrak

[ABSTRAK

Tujuan dari penelitian ini untuk melihat pengaruh variasi elemen dan melihat perbedaan pengaruh variasi elemen electronic word-of-mouth positif berupa teks dan gambar-tekst terhadap sikap merek pada pengguna bus TransJakarta. Tipe penelitian ini adalah field experiment dengan desain randomized between-subject design (pretest & posttest). Terdapat dua kelompok eksperimen yaitu kelompok variasi elemen teks dan gambar-tekst. Partisipan ($n = 89$) adalah pengguna bus TransJakarta yang memiliki aplikasi LINE. Penelitian dilakukan dengan memberikan 28 electronic word-of-mouth positif selama 7 hari melalui grup LINE. Alat ukur sikap merek sudah diadaptasi dari Wu dan Wang (2011). Hasil penelitian menunjukkan bahwa variasi elemen electronic word-of-mouth positif secara signifikan mempengaruhi sikap merek pada pengguna bus TransJakarta dengan nilai ($t(88) = 2.930, p < 0.05$). selain itu, variasi elemen electronic wordof-mouth tidak berbeda secara signifikan berpengaruh terhadap sikap merek pada pengguna bus TransJakarta dengan nilai ($t(87) = 1.679, p > 0.05$).

ABSTRACT

The purpose of this study was to examine the effect of positive electronic wordof-mouth element variation that are text and text-with-picture towards TransJakarta bus users? brand attitude. This study was field experiment study with randomized between-subject design (pretest & posttest). The participants ($n=89$) of this study were a TransJakarta user that used TransJakarta at least four days in a week. Researcher divided the participants into two experiment groups, text-only positive electronic word-of-mouth and text-with-picture positive electronic wordof-mouth. The research was done by giving 28 electronic word-of-mouths for 7 days. The brand attitude was measured by using Wu and Wang (2011) brand attitude scale. The findings showed that electronic word-of-mouth element variation affects TransJakarta users? brand attitude ($t(88) = 2.930, p < 0.05$). The other findings suggest that there was no significant differences of the effects of electronic word-of-mouth on TransJakarta users? brand attitude ($t(87) = 1.679, p > 0.05$).;The purpose of this study was to examine the effect of positive electronic wordof-mouth element variation that are text and text-with-picture towards TransJakarta bus users? brand attitude. This study was field experiment study with randomized between-subject design (pretest & posttest). The participants ($n=89$)

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