

Pengaruh review online pada behavioral intention konsumen restoran di Jakarta = The influence of online review on restaurants consumers behavioral intention in Jakarta case study on openrice.com

Sinuhaji, Krinta Rani, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20421966&lokasi=lokal>

Abstrak

[ABSTRAK

Seiring dengan pertumbuhan internet dan perdagangan elektronik, review online telah menjadi sumber informasi yang penting yang membantu konsumen untuk membuat keputusan pembelian. Namun, pengembangan teoritis dan pengujian empiris di daerah ini penelitian ini masih terbatas.

Penelitian yang dilakukan oleh penulis bertujuan untuk mengetahui pengaruh review online pada niat perilaku konsumen. Model penelitian yang digunakan adalah model heuristik-sistematis dari literatur teori dual-proses. Model ini diuji secara empiris dengan 120 pengguna dari situs review online yaitu openrice.com. Penelitian ini terdiri dari beberapa variabel yaitu niat perilaku, kualitas argument, kuantitas review yang dirasakan dan kredibilitas sumber. Selanjutnya ditemukan bahwa kualitas argumen review online (faktor sistematis), yang ditandai dengan tingkat informatif yang dirasakan dan tingkat persuasif yang dirasakan, berpengaruh signifikan pada niat perilaku konsumen. Selain itu, ditemukan juga bahwa kuantitas review yang dirasakan (faktor heuristik) memiliki dampak langsung pada niat perilaku. Sedangkan faktor heuristik lainnya yaitu kredibilitas sumber ditemukan bahwa tidak memiliki dampak langsung terhadap niat perilaku. Dua faktor heuristik yaitu kredibilitas sumber dan kuantitas review yang dirasakan juga memiliki pengaruh terhadap faktor sistematis yaitu kualitas argumen. Hasil ini konsisten dengan proposisi efek bias dalam model heuristik-sistematis, yang memaparkan keterkaitan antara faktor heuristik dan faktor sistematis. Berdasarkan temuan ini, nantinya akan dibahas implikasi bagi penelitian di masa yang akan datang, praktisi dan manjerial.

ABSTRACT

Along with the growth of the Internet and electronic commerce, online reviews have become an important source of information that helps consumers to make purchasing decisions. However, the development of theoretical and empirical testing in this area of research is still limited.

Research conducted by the authors aimed to determine the effect of online reviews on consumer behavioral intentions. The model used in this study is a model of heuristic-systematic literature dual-process theory. This model was tested empirically with 120 users of the online review site that is openrice.com. This study consists of several variables, behavioral intentions, argument quality, perceived quantity of review and source credibility. Furthermore, it was found that the quality of the arguments on online review (systematic factor), which is characterized of perceived informativeness and perceived persuasiveness, a significant influence on consumer behavior intention. In addition, the review also found that the the perceived quantity of review (heuristic factor) has a direct impact on behavioral intentions. While the other heuristic factors, namely the source credibility is found that does not have a direct effect on behavioral intentions. Two factors heuristic, source credibility and perceived quantity of review also have an influence on the systematic factor, argument quality. These results are consistent with the proposition bias effect heuristic-systematic model, which describes the relationship between heuristic factors and systematic factors. Based

on these findings, will be discussed implications for research in the future, practitioners and managerial. , Along with the growth of the Internet and electronic commerce, online reviews have become an important source of information that helps consumers to make purchasing decisions. However, the development of theoretical and empirical testing in this area of research is still limited.

Research conducted by the authors aimed to determine the effect of online reviews on consumer behavioral intentions. The model used in this study is a model of heuristic-systematic literature dual-process theory. This model was tested empirically with 120 users of the online review site that is openrice.com. This study consists of several variables, behavioral intentions, argument quality, perceived quantity of review and source credibility. Furthermore, it was found that the quality of the arguments on online review (systematic factor), which is characterized of perceived informativeness and perceived persuasiveness, a significant influence on consumer behavior intention. In addition, the review also found that the the perceived quantity of review (heuristic factor) has a direct impact on behavioral intentions. While the other heuristic factors, namely the source credibility is found that does not have a direct effect on behavioral intentions. Two factors heuristic, source credibility and perceived quantity of review also have an influence on the systematic factor, argument quality. These results are consistent with the proposition bias effect heuristic-systematic model, which describes the relationship between heuristic factors and systematic factors. Based on these findings, will be discussed implications for research in the future, practitioners and managerial.

]