

Analisis faktor-faktor yang mempengaruhi perceived website trust terhadap recommendation adoption dan word of mouth: studi kasus pada traveloka.com = Analysis of factors affecting perceived website trust towards recommendation adoption and word of mouth: case study on traveloka.com

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Abstrak

ABSTRAK

Meningkatnya pengguna internet di Indonesia dalam hal pencarian informasi traveling secara online memicu pertumbuhan situs travel online yang juga disebut Consumer Generated Media (CGM). Tantangan situs CGM adalah membangun dan mempertahankan trust dari customer karena trust memiliki peran penting dalam hal menggunakan CGM. Dengan studi kasus Traveloka, responden penelitian ini adalah bagi yang pernah membaca ulasan hotel di situs Traveloka dalam kurun waktu 1 (satu) tahun terakhir. Data 291 responden diolah dan dianalisis melalui metode Structural Equation Modeling (SEM). Hasil penelitian menunjukkan bahwa dari faktor-faktor yang mempengaruhi perceived website trust memiliki pengaruh positif yaitu perceived source credibility, information quality, perceived website quality, customer satisfaction with previous experience, dan customer experience and proficiency, kecuali information quality. Namun, information quality berpengaruh positif terhadap perceived source credibility, perceived website quality, dan customer satisfaction with previous experience. Hasil penelitian juga menunjukkan bahwa perceived website trust berpengaruh positif terhadap recommendation adoption dan word of mouth.

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ABSTRACT

The increasing of Internet users in Indonesia in terms of search traveling information by online, increase the number of travel sites also known as Consumer Generated Media (CGM). A challenging task for websites CGM are building and maintaining trust because trust has an important role in terms of using CGM. With case study Traveloka, respondents in this study are who have read the hotel reviews in Traveloka site within the last one (1) year. Data from 291 users of Traveloka were processed and analyzed through Structural Equation Modeling (SEM). Findings show that all the factors affecting perceived website trust have a positive effect are perceived source credibility, information quality, perceived website quality, customer satisfaction with previous experience, and customer experience and proficiency, with the exception information quality. However, information quality have a positive effect towards perceived source credibility, perceived website quality, and customer satisfaction with previous experience.

Findings also show that perceived website trust has a positive effect towards recommendation adoption and word of mouth.