

Pengaruh interaktivitas sistem electronic word of mouth dan e-quality pada pengambilan keputusan dalam konteks e-marketplace = The impact of interactivity of electronic word of mouth systems and e-quality on decision support in the context of the e-marketplace

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Abstrak

Penelitian ini berfokus untuk meneliti pengaruh dari interaktivitas sistem Electronic Word of Mouth (EWOM) dan E-Quality pada Decision Support Satisfaction. Dalam mengembangkan hipotesis, penelitian ini mengembangkan tiga pandangan teori, yaitu recognition to action loyalty framework, the interactivity theory, dan E-Quality model. Model dan pengukuran dalam penelitian ini berdasarkan literatur yang digunakan.

Hasil analisis menggunakan teknik analisis Partial Least Square dengan software SmartPLS 3.2.4. Penelitian ini menghasilkan adanya pengaruh positif dari interaktivitas sistem Electronic Word of Mouth (EWOM) terhadap kepuasan pelanggan pada keputusan pembelian dan juga secara positif mempengaruhi kualitas situs. E-Quality atau kualitas situs memiliki pengaruh positif terhadap Decision Support Satisfaction, serta Decision Support Satisfaction berpengaruh positif terhadap E-Loyalty.

.....This study aims to investigate the impact of the interactivity of Electronic Word of Mouth (EWOM) systems and E-Quality on decision support satisfaction. To develop hypotheses, this study adopted three theoretical lenses, the cognition-toaction loyalty framework, the interactivity theory, and E-Quality model. The model and measurements were based on the literature.

The analysis applied Partial Least Square (PLS) technique with software SmartPLS 3.2.4. The findings illustrate that interactive Electronic Word of Mouth (EWOM) systems positively affect customer satisfaction on the purchase decision and also positively influence the website quality. E-Quality was found to have a positive impact on decision support satisfaction, then also decision support satisfaction have a significant impact on E-Loyalty.