

Analisis pengaruh rekomendasi produk kosmetik oleh blogger terhadap intensi belanja online konsumen wanita di Jabodetabek = The effects of cosmetic products recommendations by blogger on the intention of online shopping of women consumers in Jabodetabek

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Abstrak

ABSTRAK

Rekomendasi blogger menjadi salah satu sumber informasi bagi konsumen ketika ingin melakukan pembelian online. Penelitian ini bertujuan untuk mengetahui adanya pengaruh rekomendasi blogger terhadap produk kosmetik terhadap intensi belanja online konsumen wanita dengan moderasi blogger reputation. Penelitian ini menggunakan 235 data sampel dari orang yang pernah membaca blog terkait produk kosmetik. Hasil pengolahan data dengan menggunakan PLS-SEM menunjukkan bahwa trust dan perceived usefulness of recommendations tidak memiliki pengaruh langsung terhadap intention to shop online. Social influence juga memiliki pengaruh signifikansi yang negatif terhadap attitude toward online shopping. Peranan efek moderasi dari blogger reputation hanya berpengaruh secara signifikan terhadap pengaruh antara trust dengan attitude toward online shopping.

ABSTRACT

Blogger recommendations become one of the sources of information for consumers when they want to make an online purchase. This study aims to determine the influence of bloggers recommendations on cosmetic products on the intention of online shopping of women consumers with blogger reputation as moderation variable. The study uses 235 sample data from people who have read the blog related cosmetic products. The results of data processing using PLS SEM showed that that trust and perceived usefulness of recommendations had no direct effect on intention to shop online. Social influence also has a negative significance influence on the attitude toward online shopping. The role of moderation effects of blogger reputation only significantly influences the effect of trust with attitude towards online shopping.