

Analisis pengaruh online social network framework terhadap efektivitas eWOM = Analysis of the influence of online social network framework toward eWOM effectiveness

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Abstrak

ABSTRAK

Penelitian ini menganalisis efektivitas informasi electronic word of mouth eWOM dalam mempengaruhi keputusan pembelian konsumen. Kami menguji tiga konstruksi jaringan sosial online, yaitu Tie Strength, Homophily, dan Source Credibility. Konstruksi diukur menggunakan pernyataan kuesioner dan analisis regresi berganda pada ukuran sampel 516 responden. Kami menemukan bahwa Tie Strength dan Homophily mempengaruhi Source Credibility, yang pada kemudian mempengaruhi persepsi konsumen tentang informasi eWOM, sehingga menambah efektivitas eWOM. Tie Strength, Homophily, dan Source Credibility juga memengaruhi persepsi konsumen di situs web, yang memengaruhi adopsi eWOM konsumen dalam keputusan pembelian mereka.

ABSTRACT

This study analyses the effectiveness of electronic word of mouth eWOM information to influence consumer purchase decisions. We test three online social network constructs, namely Tie Strength, Homophily, and Source Credibility. The constructs are measured using questionnaire statements and a multiple regression analysis on a sample size of 516 respondents. We found that Tie Strength and Homophily influence Source Credibility, which in turn influences consumer perceptions of eWOM information, thereby adding to eWOM's effectiveness. Tie Strength, Homophily, and Source Credibility also influence consumer perceptions on a website, influencing the consumers' adoption of eWOM in their purchase decisions.