

Pengaruh restaurant satisfaction dan knowledge sharing motivation terhadap electronic word-of-mouth intention dengan peran moderasi technology acceptance factors: studi pada konsumen Kintan Buffet Kota Kasablanka Mall Jakarta Selatan yang menggunakan Instagram = Effects of restaurant satisfaction and knowledge sharing motivation on electronic word-of-mouth intention with the moderating role of technology acceptance factors: study on Kintan Buffet Kota Kasablanka Mall South Jakarta consumers who use Instagram

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh restaurant satisfaction, knowledge sharing motivation, dan technology acceptance factors terhadap electronic word-of-mouth intention serta menganalisis pengaruh restaurant satisfaction dan knowledge sharing motivation terhadap electronic word-of-mouth intention dengan peran moderasi technology acceptance factors pada konsumen Kintan Buffet Kota Kasablanka Mall Jakarta Selatan yang menggunakan Instagram. Dalam penelitian ini, knowledge sharing motivation terbagi menjadi dua dimensi, yaitu egoism dan altruism. Selain itu, technology acceptance factors juga terbagi menjadi dua dimensi, yaitu perceived usefulness dan perceived ease-of-use.

Penelitian ini menggunakan pendekatan kuantitatif melalui penyebaran kuesioner kepada 125 sampel yang diambil menggunakan teknik purposive sampling. Hasil penelitian dengan metode Partial Least Squares-Structural Equation Modelling (PLS-SEM) menunjukkan bahwa hanya egoism, altruism, dan perceived usefulness yang mempengaruhi eWOM intention. Selanjutnya, hasil peran moderasi dari technology acceptance factors menunjukkan bahwa hanya perceived ease-of-use yang memoderasi hubungan antara altruism dan eWOM intention.

.....This research aims to analyze the effect of restaurant satisfaction, knowledge sharing motivation, and technology acceptance factors on electronic word of mouth intention and analyze the effect of restaurant satisfaction and knowledge sharing motivation on electronic word-of-mouth intention with the role of moderating technology acceptance factors on Kintan Buffet Kota Kasablanka Mall South Jakarta consumers that use Instagram. In this research, knowledge sharing motivation is divided into two dimensions, i.e. egoism and altruism. In addition, technology acceptance factors are also divided into two dimensions, i.e. perceived usefulness and perceived ease-of-use.

This research applies quantitative approach through the distribution of questionnaires to 125 samples taken using purposive sampling technique. The results of the research using Partial Least Squares-Structural Equation Modeling (PLS-SEM) show that only egoism, altruism, and perceived usefulness influence eWOM intention. Furthermore, the results of the moderating role of technology acceptance factors indicate that only perceived ease-of-use moderates the relationship between altruism and eWOM intention.