

Electronic word-of-mouth dan purchase intention dalam layanan digital banking jenius = Electronic word-of-mouth and purchase intention in digital banking service jenius

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Abstrak

Kehadiran internet memunculkan fenomena electronic Word-of-Mouth yang menggeser kekuasaan untuk memulai pembicaraan terkait sebuah produk atau jasa dari pemasar ke konsumen. Penelitian ini menganalisis hubungan antara electronic Word-of-Mouth yang ditinjau dari dimensi kualitas, kuantitas, dan keahlian pengirim terhadap purchase intention dalam konteks layanan digital banking Jenius. Penelitian ini juga turut menganalisis peran moderasi brand image dan product involvement di antara electronic Word-of-Mouth dan purchase intention tersebut.

Penelitian kuantitatif ini menggunakan metode quasi-experiment yang dilakukan secara online. Pengujian dilakukan dengan uji ANOVA dan analisis regresi linier sederhana serta berganda yang menemukan hasil bahwa terdapat pengaruh yang signifikan antara electronic Word-of-Mouth yang dimoderasi oleh brand image dan product involvement terhadap purchase intention layanan digital banking Jenius.

The emergence of internet creates the electronic Word-of-Mouth phenomenon which shifts the power to start a conversation about a product or service from marketers to consumers. This research analyzes the relationship between electronic Word-of-Mouth in terms of the dimensions of quality, quantity, and senders expertise towards purchase intention in the context of digital banking services Jenius. This research also analyzes the moderating roles of brand image and product involvement between electronic Word-of-Mouth and purchase intention.

This quantitative research uses an online quasi-experiment method. This research is conducted by using ANOVA test, single and multiple linear regression analysis techniques which discover findings that there is a significant effect between electronic Word-of-Mouth that is moderated by brand image and product involvement towards purchase intention of digital banking service Jenius.