

Pengaruh perceived web reputation, perceived web quality, dan e-wom, terhadap trust, attitude, dan repurchase intention pada online marketplace di Indonesia = The effect of perceived web reputation, perceived web quality, and e-wom, toward trust, attitude, and repurchase intention in online marketplace

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Abstrak

Penelitian ini bertujuan untuk melihat apakah perceived web reputation, perceived web quality dan, e-wom mempengaruhi trust, attitude dan repurchase intention konsumen pada online marketplace di Indonesia. Data yang didapatkan berasal dari 250 responden. Model penelitian dengan tujuh hipotesis ini diuji dengan menggunakan Structural Equation Modeling (SEM). Hasil penelitian ini menunjukkan bahwa variabel perceived web reputation, perceived web quality memiliki pengaruh positif terhadap trust in the website. Pada variabel e-wom credibility tidak memiliki pengaruh positif terhadap trust in the vendor, sedangkan e-wom quality memiliki pengaruh yang positif terhadap trust in the vendor. Variabel trust in the website dan trust in the vendor memiliki pengaruh yang positif terhadap attitude. Attitude memiliki pengaruh yang positif terhadap repurchase intention konsumen.

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This research aim to test the influence of perceived web reputation, perceived web quality and e-wom toward trust, attitude and repurchase intention of online marketplace's consumers in Indonesia. The data was collected from 250 respondent and research model was analyzed by Structural Equation Modeling (SEM). The result found that perceived web reputation, perceived web quality positively influence trust in the website. However, e-wom credibility has a negative impact towards trust in the vendor. Furthermore, trust in the vendor is positively influenced by e-wom quality. Trust in the website and trust in the vendor have a positive effect toward attitude. At last, Attitude positively influence repurchase intention.