

Dampak publisitas negatif terhadap keputusan untuk membeli kembali konsumen pada online transportation = Impact of negative exposure from negative publicity in online transportation on customers repurchase intention

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Abstrak

ABSTRAK Saat ini konsumen semakin mudah terpapar terhadap informasi-informasi negatif. Salah satu berita negatif yang banyak beredar adalah berita tentang kejahatan yang dilakukan oleh provider dari jasa online transportation. Informasi yang bersifat negatif tersebut jika dibiarkan berdampak buruk terhadap brand, salah satunya adalah menurunkan pandangan positif konsumen kepada brand. Tujuan dari penelitian ini adalah untuk mengetahui dampak dari paparan negatif publisitas negatif terhadap repurchase intention pelanggan online transportation. Berita negatif dapat mengakibatkan turunnya rasa trust pelanggan terhadap brand, selain itu paparan negatif dari publiitas negatif juga akan membuat pelanggan merevaluasi tentang kualitas produk tersebut. Hasil dari penelitian ini adalah publisitas negatif berpengaruh terhadap menurunnya trust, attitude, dan perceived quality pelanggan. Selain itu, tidak terdapat efek langsung dari publisitas negatif pada turunnya repurchase intention, tetapi harus melalui mediator dahulu, yaitu attitude dan perceived quality.

ABSTRACT

Rapid technological advancements enable consumers to easily access information from a variety of different channels. Various types of channels are in addition to facilitate the consumer get information, rapidly growing technology also makes the development of applications that facilitate the public a lot in terms of transportation. A widely used application is an online motorcycle taxi service. But like other brands in general, ojek applications online is also not free from negative news. The usual negative news circulating is about the crime committed by the driver to the passengers. This news certainly affects the user's view of the application of the company's performance in selecting the driver. Negative news like this can also reduce the level of trust and consumer evaluation of online transportation. The results of this study are negative publicity has an effect on decreasing trust, attitude, and perceived quality of customers. Moreover, there is no direct effect of negative publicity on the downturn of repurchase intention, but has to go through a mediator, namely attitude and perceived quality.