

Analisis perilaku post-adoption: continuance intention dan word of mouth pada pengguna aplikasi m-commerce Tokopedia di Kota Depok = The analysis of post-adoption behavior: continuance intention and word of mouth on Tokopedia m-commerce application users at Depok City

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Abstrak

Penelitian ini bertujuan untuk menguji faktor-faktor yang mempengaruhi perilaku Post-Adoption: Continuance Intention Dan Word Of Mouth Pada Pengguna Aplikasi M-Commerce Tokopedia Di Kota Depok. Variabel yang diuji pada penelitian ini adalah variabel confirmation, satisfaction, perceived usefulness, continuance intention dan word of mouth. Penelitian ini menggunakan pendekatan kuantitatif, dan data penelitian dikumpulkan melalui survei dengan menyebarkan kuesioner kepada 143 orang responden yang berusia 18 sampai 34 Tahun yang merupakan pengguna aplikasi m-commerce Tokopedia, yang bedomisili di Depok, menggunakan aplikasi m-commerce Tokopedia dalam kurun waktu 6 bulan terakhir dengan frekuensi berbelanja lebih dari atau sama dengan 1 kali dalam sebulan. Teknik analisis yang digunakan yaitu untuk analisis deksriptif menggunakan SPSS 17, untuk analisis inferensial dan uji hipotesis menggunakan Structural Equation Model-Partial Least Square dengan menggunakan SmartPLS Versi 3.0. Hasil penelitian menunjukkan bahwa perilaku continuance intention berhasil dipengaruhi oleh confirmation, satisfaction dan perceived usefulness, dan terdapat pengaruh positif yang signifikan antara confirmation, satisfaction dan perceived usefulness pada continuance intention dari pengguna aplikasi m-commerce Tokopedia. Serta perilaku word of mouth berhasil dipengaruhi oleh confirmation dan satisfaction dan terdapat pengaruh positif yang signifikan antara confirmation dan satisfaction pada word of mouth pengguna aplikasi m-commerce Tokopedia.

Hasil penelitian juga menunjukkan bahwa word of mouth tidak dapat dipengaruhi oleh perceived usefulness dan tidak terdapat signifikansi antara perceived usefulness terhadap word of mouth. Serta perilaku word of mouth berhasil dipengaruhi oleh continuance intention dan terdapat pengaruh positif yang signifikan antara continuance intention pada word of mouth pengguna aplikasi m-commerce Tokopedia. Hasil penelitian menyarankan bahwa perusahaan harus memenuhi harapan pengguna aplikasi m-commerce Tokopedia dengan meningkatkan satisfaction dan perceived usefulness sehingga akan berdampak positif terhadap perilaku continuance intention dan word of mouth pengguna.

.....The focus of this study is to examine the factors that influence post-adoption behavior: continuance intention and word of mouth on Tokopedia M-Commerce Application Users at Depok City. The variables in this study are confirmation, satisfaction, perceived usefulness, continuance intention and word of mouth. This research is a quantitative approach. The data were collected by distributing questionnaires to 143 respondents aged 18 to 34 years, users of m-commerce Tokopedia, living at The Depok City, using the Tokopedia m-commerce application within 6 months with shopping frequency more than or equal to 1 time a month. The analysis technique for descriptive analysis were analysed using SPSS 17 and for inferential analysis and hypothesis testing were analysed using Structural Equation Model-Partial Least Square with SmartPLS Version 3.0.

The results indicate that continuance intention behavior was successfully influenced by perceived usefulness, confirmation, satisfaction, and then there was a significant positive relationship between perceived usefulness, confirmation, satisfaction with the continuance intention of Tokopedia m-commerce application users. Word of mouth behavior is successfully influenced by confirmation and satisfaction, and then there was a significant positive relationship between confirmation and user satisfaction with word of mouth behavior of Tokopedia m-commerce application users.

The results also show that word of mouth cannot be influenced by perceived usefulness and there is no significance between perceived usefulness to word of mouth. Then, the results also show that continuance intention positively influence on word of mouth. The researcher suggests that companies need to fulfill the expectations of Tokopedia m-commerce application users by increasing satisfaction and perceived usefulness, so that it will have a positive impact on continuance intention and word of mouth users.