

Analisis pengaruh consumer-website relation terhadap eWOM effectiveness: studi kasus pada Traveloka = Influence of consumer-website relation on eWOM effectiveness: study case on Traveloka

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Abstrak

ABSTRAK

Sebagai perusahaan Online Travel Agency, Traveloka memuat ulasan online terkait pariwisata dan akomodasi untuk membantu keputusan pembelian konsumen. Penelitian ini mengajukan konsep Online Social Network (OSN) oleh Brown, Boderick, & Lee (2007) untuk mempelajari peran eWOM pada website ulasan konsumen dengan menginvestigasi pengaruhnya terhadap proses pengambilan keputusan konsumen. Metode purposive sampling digunakan pada penelitian dengan 235 responden dan dianalisis menggunakan Structural Equation Modelling (SEM). Temuan dari penelitian ini mengungkapkan bahwa tie strength mempengaruhi attitude towards the website, dan source credibility secara positif, serta homophily mempengaruhi attitude towards eWOM Information dan source credibility secara positif. Selain itu, source credibility ditemukan memiliki peran penting kepada attitude towards eWOM Information dan attitude towards the website, dan attitude towards eWOM Information selanjutnya mempengaruhi attitude towards the website dan eWOM effectiveness secara positif. Implikasi manajerial serta rekomendasi terkait temuan tersebut akan dibahas lebih lanjut untuk penelitian selanjutnya.

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ABSTRACT

As an Online Travel Agency, Traveloka provides travel and accommodation related online reviews to help consumers buying decision. This study exerts Online Social Network (OSN) model from Brown, Boderick, & Lee (2007) to study the role of eWOM on customer review website by investigating the effect on consumers decision making process. Purposive sampling was used for this research with 235 respondents and were analyzed using Structural Equation Modeling approach. Findings of this study reveals that tie strength has positive impact to attitude towards the website and source credibility, aswell as homophily has a positive impact to attitude towards eWOM Information and source credibility. Furthermore, source credibility has important role on attitude towards eWOM Information and attitude toward the website, and also attitude toward eWOM Information has a positive impact on attitude toward the website and eWOM effectiveness. Managerial implications and recommendations related to these findings are discussed for further research.