

Pengaruh perceived usefulness, competence trust dan continuous commitment terhadap positive word of mouth: pada pengguna aplikasi Digibank = The influence of the perceived usefulness, competence trust and continuous commitment to positive word of mouth: on Digibank apps user

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Abstrak

Penelitian ini membahas mengenai bagaimana perceived usefulness, competence trust dan continuous commitment dapat mempengaruhi positive word of mouth pada pengguna Aplikasi Digibank. Penelitian ini menggunakan desain penelitian deskriptif dan single-cross sectional. Penelitian ini mengumpulkan data dengan metode survei dan mengambil sampel dengan metode judgmental sampling. Kuisioner disebar melalui google form dan kepada 130 responden dengan kriteria responden lahir pada tahun antara 1982 sampai 2000, menggunakan aplikasi Digibank dalam 1 bulan terakhir dan responden adalah pengguna aktif Digibank dengan menggunakan minimal 4 transaksi dalam 1 bulan. Pengolahan datanya dilakukan dengan Structural Equation Modeling (SEM) menggunakan software Lisrel 8.51. Hasil penelitian menunjukkan bahwa positive word of mouth hanya dipengaruhi oleh continuous commitment, sedangkan perceived usefulness dan competence trust akan mempengaruhi positive word of mouth apabila di mediasi oleh continuous commitment.

.....This study described how the perceived usefulness, competence, trust and continuous commitment to affect positive word of mouth on Digibank App users. This study used a descriptive and single-cross sectional research design. This study collected data with survey methods and used judgmental sampling methods. Questionnaires distributed through google form and to 130 respondents with criteria of respondents born between 1982 and 2000, using the Digibank application in the last 1 month and respondents were active Digibank users using a minimum of 4 transactions in 1 month. Data processing analyzed by Structural Equation Modeling (SEM) using software lisrel 8.51. The results showed that positive word of mouth is only influenced by continuous commitment, while perceived usefulness and competence trust will affect positive word of mouth if mediated by continuous commitment.