

## Pengaruh ulasan negatif dan respon manajerial terhadap sikap konsumen pada penjual di platform belanja e-commerce = The effect of negative review and managerial response on consumer attitude towards seller in e-commerce platform

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### Abstrak

Dalam berbelanja daring, ulasan dan penilaian pembeli terhadap barang atau jasa dapat menentukan sikap dan niat membeli dari calon pembeli yang membaca ulasan tersebut. Penelitian ini bertujuan untuk melihat pengaruh ulasan negatif dan respon manajerial terhadap sikap konsumen pada penjual di platform e-commerce. Studi eksperimental dilakukan terhadap partisipan dalam rentang usia 17-64 tahun, dimana partisipan dibagi ke dalam 4 kelompok yang diberikan stimulus ulasan negatif dan diikuti oleh kondisi respon manajerial yang berbeda. Digunakan alat ukur Attitude Toward the Reviewed Seller untuk mengukur sikap konsumen terhadap penjual, juga alat ukur Review Impression dan Perceived Diagnosticity of Negative Review untuk mengukur impresi dan kesan yang didapatkan dari ulasan negatif. Hasil one-way analysis of variance menunjukkan bahwa terdapat perbedaan mean yang signifikan dari 4 kelompok eksperimen, dengan nilai mean tertinggi pada kelompok yang diberikan kondisi response rate dan response relevance yang tinggi. Kemudian, analisis Pearson Correlation menunjukkan bahwa terdapat korelasi yang signifikan antara Attitude Towards the Reviewed Seller dengan Review Impression dan dengan Perceived Diagnosticity of Negative Review. Oleh karena itu, respon penjual yang relevan dan dengan frekuensi yang banyak dalam menanggapi ulasan negatif di platform belanja e-commerce diperlukan sebagai upaya mengurangi efek buruk dari ulasan negatif, sehingga pada akhirnya dapat meningkatkan reputasi dan penjualan toko.

.....In online shopping, reviews and ratings of goods can determine the attitudes and buying intentions of potential buyers who read the reviews. This study was aiming to see the effect of negative reviews and managerial response on consumer attitude towards sellers in e-commerce platforms. An experimental study was conducted on participants in the age range of 17 - 64 years old, where participants were divided into 4 groups that were given a negative review as stimulus, followed by different managerial response conditions. Consumer attitude towards seller was assessed using the Attitude Towards The Reviewed Seller measurement tool, while the impression and diagnosticity of negative reviews were assessed using the Review Impression and the Perceived Diagnosticity of Negative Review measurement tool. The results of one-way analysis of variance showed that there were significant differences in the mean of the 4 experimental groups, with the highest mean value in the group with the high managerial response rate and high managerial response relevance conditions. Meanwhile, the Pearson Correlation analysis showed that there was a significant correlation between consumer attitudes towards the seller and review impression and with the perceived diagnosticity of negative review. Therefore, relevant and frequent responses to negative reviews on e-commerce shopping platforms are needed as an attempt to reduce the adverse effects of negative reviews, and eventually to improve the store's reputation and sales.