

Pengaruh Informational Determinants, Personal Determinants, dan Negative Reviews terhadap Purchase Intention dalam Aplikasi Traveling = Effects of Informational Determinants, Personal Determinants, and Negative Reviews on Purchase Intention in Traveling Application

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Abstrak

Aplikasi traveling efektif digunakan untuk mencari informasi dan membeli produk wisata. Online review adalah sumber informasi paling berpengaruh dalam industri pariwisata. Studi ini menganalisis pengaruh faktor eWOM: informational determinants (perceived eWOM usefulness dan perceived eWOM credibility of online reviews), personal determinants (using experience of eWOM dan product involvement), serta effects of negative reviews (perceived diagnosticity of negative reviews dan negative review impression) terhadap purchase intention dalam aplikasi traveling dengan beberapa variabel mediasi (attitude terhadap online review, attitude terhadap produk, attitude terhadap brand, dan eWOM adoption). Penelitian ini menggunakan Information Adoption Model. Terdapat 356 respon yang dikumpulkan melalui survei online dengan purposive sampling. Structural Equation Modeling digunakan untuk menganalisis 17 hipotesis. Hasil penelitian menunjukkan bahwa hanya perceived credibility of online review tidak memiliki dampak tidak langsung terhadap purchase intention. Penelitian ini menunjukkan pentingnya peran attitude konsumen dan adopsi eWOM sebagai variabel mediasi dalam meningkatkan purchase intention. Penelitian ini memberikan kontribusi kepada industri, khususnya pengelola aplikasi traveling untuk mengatur strategi eWOM dan penyedia produk perjalanan dalam mengelola aktivitas mereka.

.....Traveling applications are effective tools for searching information and purchasing tourism products. Online reviews are the most influential information source in the tourism industry. This study determines the effect of eWOM factors: informational determinants (perceived eWOM usefulness and eWOM perceived credibility of online reviews); personal determinants (using experience of eWOM and product involvement); and the effects of negative reviews (perceived diagnosticity of negative reviews and negative review impression) on purchase intention in traveling applications through some mediating variables (attitude toward online review, attitude toward product, attitude toward brand, and eWOM adoption). This study uses Information Adoption Model and integrates consumer attitude. There were 356 respondents collected through online survey and purposive sampling. Further, Structural Equation Modeling was employed to analyze 17 hypotheses. The results showed that only perceived credibility of online review has no indirect impact on purchase intention. It exhibits the importance role of consumers' attitude and eWOM adoption as mediating variables in promoting purchase intention. This study contributes to industry, especially traveling application managers to arrange their eWOM strategies and travel product providers in managing their brand activities.