

Teori Trust Transfer pada Niat Penggunaan Aplikasi Kencan Online dengan Moderasi Dimensi Budaya Hofstede = Trust Transfer Theory on Intention to Use Online Dating Applications with Moderation of Hofstede's Cultural Dimensions

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Abstrak

Aplikasi kencan online semakin popular dan diterima oleh masyarakat untuk bertemu dengan orang lain secara daring. Adanya pandemi COVID-19 menyebabkan berbagai aktivitas dilakukan secara online, termasuk kebutuhan mencari pasangan yang berdampak pada melonjaknya penggunaan aplikasi kencan online. Penelitian ini bertujuan untuk meneliti faktor – faktor yang berpengaruh terhadap niat penggunaan aplikasi kencan online. Penelitian ini menggunakan teori trust transfer dalam menganalisis niat penggunaan aplikasi kencan online. Penelitian ini melibatkan 539 responden valid dan menggunakan PLS-SEM dengan SMARTPLS 3.0 sebagai metode analisis data. Penelitian ini menunjukkan bahwa social influence dan ODA service quality (interactivity, user interface design, personalization, privacy) berpengaruh terhadap trust to people in internet, trust to ODA services, dan trust to selected daters. Kemudian, trust to people in internet berpengaruh kepada trust to ODA service dan trust to ODA service berpengaruh kepada trust to selected daters. Selain itu, penelitian ini juga menunjukkan bahwa social influence, trust to ODA services, dan trust to selected daters berpengaruh kepada intention to use. Penelitian ini juga mengungkapkan bahwa masculinity/femininity memoderasi hubungan antara ODA service quality dengan intention to use. Penelitian ini memperkaya penelitian sebelumnya untuk menganalisis faktor – faktor yang memengaruhi niat penggunaan aplikasi kencan online dengan teori trust transfer dan moderasi menggunakan teori dimensi kultural Hofstede.

.....Online dating applications are increasingly popular and accepted by the public to meet other people online. The COVID-19 pandemic has caused various activities to be carried out online, including the need to find a partner which has an impact on the increasing use of online dating applications. This study aims to explore the factors that influence the intention to use online dating applications. This study uses the trust transfer theory in analyzing the intention to use in online dating applications. This study involved 539 valid respondents and used PLS-SEM with SMARTPLS 3.0 as the data analysis method. This study shows that social influence and ODA service quality (interactivity, user interface design, personalization, privacy) affect trust to people on the internet, trust to ODA services, and trust to selected daters. Then, trust to people on the internet affects trust to ODA service and trust to ODA service affects trust to selected daters. In addition, this study also shows that social influence, trust to ODA services, and trust to selected daters affect intention to use. This study also reveals that masculinity/femininity moderates the relationship between ODA service quality and intention to use. This study enriches previous research to analyze the factors that influence the intention to use online dating applications with trust transfer theory and moderation using Hofstede's cultural dimension theory.