

Pengaruh Kualitas Konten Artikel Product Review Kecantikan pada Blog Ecommerce terhadap Click Intention Menuju Website Ecommerce = The Influence of Beauty Product Review Article Content Quality on Ecommerce Blog to Click Intention towards Ecommerce Websites

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Abstrak

Blog ecommerce semakin populer dalam menyediakan informasi produk, ulasan, dan mengarahkan user traffic ke situs-situs ecommerce. Studi terbaru melaporkan bahwa sebagian besar pengguna ecommerce mempercayai ulasan online seperti rekomendasi dari keluarga atau teman. Hal ini menunjukkan bahwa konten yang terdapat dalam blog ulasan produk memainkan peran penting dalam mengarahkan pengguna ke situs ecommerce. Studi ini menguji dampak kualitas konten dalam artikel ulasan produk kecantikan terhadap click intention pengguna terhadap situs-situs ecommerce. Kualitas konten dievaluasi berdasarkan Substance, Writing and Language, Presentation of Content, References, Authorship, Audience, dan Advertisements. Analisis semi-eksperimental dan regresi logistik dilakukan pada data survei dari responden perempuan yang menilai artikel ulasan produk kecantikan. Temuan menunjukkan adanya hubungan positif antara Substance, Presentation of Content, dan Authorship dengan Click Intention, sementara Writing and Language, References, dan Advertisement tidak menunjukkan korelasi yang signifikan. Selain itu, terdapat hubungan negatif antara Audience dan Click Intention. Penelitian ini mengatasi kesenjangan literatur dengan mengidentifikasi faktor-faktor signifikan dari kualitas konten yang mempengaruhi Click Intention, menekankan pentingnya penilaian kualitas konten dan memberikan strategi untuk perbaikan. Studi ini menawarkan wawasan berharga bagi perusahaan ecommerce untuk mengoptimalkan biaya pemasaran dan mencapai indikator kinerja utama.

.....Ecommerce blogs are increasingly popular for providing product information, reviews and driving traffic to ecommerce websites. Recent study reported most of ecommerce users trust online reviews as much as recommendations from family or friends. This indicates that the content found in product reviews blog plays a crucial role in driving users to ecommerce websites. This study examines the impact of content quality in beauty product review articles on click intention towards ecommerce websites. Content quality is evaluated based on Substance, Writing and Language, Presentation of Content, References, Authorship, Audience, and Advertisements. Semi-experimental and logistic regression analyses were conducted on survey data from female respondents who evaluated beauty product review articles. Findings indicate a positive association between Substance, Presentation of Content, and Authorship with Click Intention, while Writing and Language, References, and Advertisement show no significant correlation. Furthermore, a negative relationship exists between Audience and Click Intention. This research addresses the literature gap by identifying significant factors of content quality that influence click intention, emphasizing the importance of content quality assessment and providing strategies for improvement. The study offers valuable insights for ecommerce companies to optimize marketing expenses and achieve key performance indicators.