

Anteseden Kepercayaan pada Consumer Generated Media (CGM) Zomato.com dan Pengaruhnya Terhadap Penerapan Rekomendasi dan Word of Mouth = Anteseden Kepercayaan pada Consumer Generated Media (CGM) Zomato.com dan Pengaruhnya Terhadap Penerapan Rekomendasi dan Word of Mouth

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Abstrak

Tujuan penelitian ini adalah untuk mengetahui faktor yang menjadi anteseden kepercayaan sekaligus mengetahui pengaruh kepercayaan terhadap perilaku pengguna. Penelitian ini merupakan studi empiris mengenai perilaku pengguna layanan online restaurant search and discovery, Zomato. Metode penelitian yang digunakan pada penelitian ini yaitu metode kuantitatif dengan desain deskriptif. Hasil penelitian ini menyarankan bahwa source credibility, information quality, dan customer satisfaction perlu dikelola karena signifikan mempengaruhi perceived website trust Zomato. Website quality perlu memenuhi customer satisfaction sehingga dapat mempengaruhi perceived website trust. Perceived website trust mendorong pengguna menerapkan rekomendasi yang ada di website Zomato dan menyebarkan positif word of mouthThe purpose of this study was to determine the factors that are antecedents of trust and its influence in user behavior. This research is an empirical study on user behavior of online service restaurant search and discovery, Zomato . This research uses quantitative methods with descriptive design. The results of this study suggest that the source of credibility, information quality, and customer satisfaction is important to be managed because it significantly affects the perceived website trust of Zomato. Website quality should fulfill customer satisfaction so that it can affect perceived website trust. Perceived website trust, encouraging users to adopt the recommendations in Zomato website and spread positive word of mouth