

Bagaimana Sistem Rating dan Review mempengaruhi perilaku pembelian konsumen online = How Online Ratings and Reviews System Affecting Online Consumer Buying Behavior

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Abstrak

Dalam e-commerce, perusahaan dapat mempengaruhi proses keputusan pembelian konsumen melalui Electronic Word of Mouth. Penelitian ini menggunakan metode eksperimen dengan subjek dua eWOM komponen (Ratings dan Reviews) sebagai variabel independen. Variabel dependen Sikap Konsumen dan Intensi Pembelian. Dengan total 120 responden (30 untuk setiap kelompok), responden diberi stimulus dari produk High Involvement (Kamera) dengan penilaian yang berbeda dan ulasan sebagai stimulus. Hasil penelitian menunjukkan bahwa terdapat pengaruh yang signifikan dari produk rating online tinggi pada sikap konsumen dan niat beli. Review rasional lebih efektif bila konsumen menerima produk rating rendah daripada produk rating tinggi.

.....In e-commerce, marketers can influence consumer purchase decision process through Electronic Word of Mouth. This study used experimental method with the subject of two eWOM component (Ratings and Reviews) as a independent variables. The dependent variables are Consumer Attitude and Purchase Intention. With the total of 120 respondent (30 for each groups), respondent were given stimulus of High-Involvement product (Camera) with different ratings and reviews as stimulus. The results indicate that there are significant effect of high online rating product on consumer attitude and purchase intention. The rational reviews are more effective when consumer receive low rating product rather than high rating product.