

Analisis Faktor Individu yang Memengaruhi Minat Pengguna untuk Memberikan Ulasan Pada Layanan E-Commerce XYZ = Analysis of Individual Factors that Influence User Interest in Providing Reviews of E-Commerce XYZ Services

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Abstrak

Perkembangan ekonomi digital di Indonesia semakin berkembang pesat. Jumlah pengguna Electronic Commerce (e-commerce) di Indonesia juga diproyeksikan meningkat terus menerus. Terdapat berbagai alasan pendorong customer berbelanja di e-commerce. Ulasan online konsumen mempunyai pengaruh yang cukup signifikan terhadap perilaku pembelian konsumen dan telah menjadi sumber informasi penting bagi konsumen, memengaruhi sekitar 20–50% keputusan pembelian online. Kondisi saat ini, E-commerce XYZ belum melakukan research atau investigasi lebih lanjut terkait faktor-faktor apa saja yang dapat membuat customer memberikan ulasan. Tujuan dari penelitian adalah untuk menganalisis beberapa faktor yang memengaruhi niat pelanggan memberikan ulasan online / electronic word of mouth (EWOM). Penelitian ini diharapkan dapat menjadi pembelajaran untuk meningkatkan product review rate, yang erat kaitannya dengan kepuasan pelanggan dan akan berpengaruh terhadap kenaikan add to cart rate. Penelitian dilakukan dengan metode campuran, yaitu secara kuantitatif dengan menyebarkan kuesioner dan secara kualitatif dengan melakukan wawancara. Dalam penelitian ini, beberapa kerangka model yang dipilih berdasarkan analisis faktor dan adopsi dari studi-studi sebelumnya yaitu model kesuksesan sistem informasi dari DeLone & McLean yang mengintegrasikan teori kualitas e-service, serta teori determinasi diri dan social influence yang diadopsi dari teori UTAUT.

Kuesioner disebar secara online melalui google form. Pengolahan analisis statistik yang digunakan adalah Partial Least Square (PLS) dengan tools SmartPLS v.4. Hasil dari penelitian memberikan kesimpulan bahwa e-service quality, attitude & customer satisfaction memengaruhi niat pelanggan memberikan ulasan online secara positif. Hipotesis bahwa delivery condition memengaruhi e-service quality secara positif, ditolak. Kemudian dilakukan wawancara dan analisis tematik untuk eksplorasi masalah dan pemberian rekomendasi yang difokuskan kepada hasil hipotesis yang diterima.

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The digital economy in Indonesia is growing rapidly. The number of Electronic Commerce (e-commerce) users in Indonesia is also projected to continuously increase. There are various motivating reasons for customers to shop on e-commerce platforms. Online consumer reviews have a significant influence on consumer buying behavior and have become a crucial source of information for consumers, affecting about 20–50% of online purchase decisions. Currently, E-commerce XYZ has not conducted further research or investigation into the factors that can prompt customers to leave reviews. The purpose of this study is to analyze several factors that influence customers' intentions to provide online reviews, or electronic word of mouth (EWOM). This research is expected to provide insights to enhance the product review rate, which is closely related to customer satisfaction and is likely to impact the increase in the add-to-cart rate. The research was conducted using mixed methods, namely quantitatively by distributing online questionnaires

and qualitatively by conducting interviews. In this study, selected frameworks are based on factor analysis and adoption from previous studies, including the DeLone & McLean information system success model that integrates the theory of e-service quality, as well as self-determination theory and social influence adopted from the UTAUT theory.

Questionnaires were distributed online via Google Forms. The statistical analysis method used is Partial Least Square (PLS) with SmartPLS v.4 tools. The findings of the study conclude that e-service quality, attitude, and customer satisfaction positively influence the customers' intention to provide online reviews. The hypothesis that delivery condition positively affects e-service quality was rejected. Subsequently, interviews and thematic analysis were conducted to explore issues and provide recommendations focused on the accepted hypothesis results.