

PENGARUH ANTESEDEN KEPERCAYAAN PADA SITUS (*WEBSITE TRUST*) *CONSUMER GENERATED MEDIA* TERHADAP LOYALITAS PENGGUNANYA

SKRIPSI

Diajukan untuk memenuhi sebagian syarat untuk memperoleh gelar sarjana pariwisata Program Studi Manajemen Resort dan Leisure



Diajukan Oleh :
Velda Awinna Firdausy
NIM 1909719

PROGRAM STUDI MANAJEMEN RESORT & LEISURE
FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL
UNIVERSITAS PENDIDIKAN INDONESIA

2023

PENGARUH ANTESEDEN KEPERCAYAAN PADA SITUS (*WEBSITE TRUST*) *CONSUMER GENERATED MEDIA* TERHADAP LOYALITAS PENGGUNANYA

Oleh
Velda Awinna Firdausy
1909719

Sebuah skripsi yang diajukan untuk mendapatkan gelar Sarjana Pariwisata pada
Fakultas Pendidikan Ilmu Pengetahuan Sosial

© Velda Awinna Firdausy 2023
Universitas Pendidikan Indonesia
November 2023

Hak Cipta ini terlindungi undang-undang dimana
Skripsi tidak boleh diperbanyak sebagian maupun seluruhnya, melalui dicetak
ulang atau cara lainnya dan yang lain tanpa mendapat izin dari penulis

LEMBAR PENGESAHAN

Velda Awinna Firdausy

1909719

PENGARUH ANTESEDEN KEPERCAYAAN PADA SITUS (*WEBSITE TRUST*) *CONSUMER GENERATED MEDIA* TERHADAP LOYALITAS PENGGUNANYA

Disahkan dan disetujui oleh:
Pembimbing I



Rosita, SS., MA.

NIP. 19781019 200604 2 001

Disahkan dan disetujui oleh:
Pembimbing II



Sri Marhanah, S.S., MM.

NIP. 19811014 200601 2 001

Mengetahui,

Ketua Program Studi Manajemen Resort & Leisure



Dr. Erry Sukriah, S.E., M.SE

NIP. 19791215 200812 2 002

ABSTRAK

“Pengaruh Anteseden Kepercayaan pada Situs (*Website Trust*) *Consumer Generated Media* Terhadap Loyalitas Penggunanya”

Oleh

Velda Awinna Firdausy

1909719

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh anteseden kepercayaan pada situs Tripadvisor terhadap loyalitas penggunanya. Jenis penelitian yang digunakan dalam penelitian ini adalah pendekatan kuantitatif. Pengumpulan data menggunakan kuesioner yang dilakukan secara *online* yang disebarakan ke media sosial. Diperoleh sampel sebanyak 105 responden pengguna Tripadvisor.co.id. Analisis data menggunakan SEM-PLS, dengan bantuan *software* SmartPLS 3.0. Berdasarkan hasil pengujian, maka diperoleh hipotesis: (1) Nilai *t-statistics* konstruk *source credibility* terhadap *website trust* sebesar 3.256 dan nilai *p-value* sebesar 0.001 artinya berpengaruh secara positif dan signifikan; (2) Nilai *t-statistics* konstruk *information quality* terhadap *website trust* sebesar 2.810 dan nilai *p-value* sebesar 0.003 artinya berpengaruh secara positif dan signifikan; (3) Nilai *t-statistics* konstruk *website quality* terhadap *website trust* sebesar 3.376 dan nilai *p-value* sebesar 0.000 artinya berpengaruh secara positif dan signifikan; (4) Nilai *t-statistics* *website trust* terhadap loyalitas sebesar 6.560 dan nilai *p-value* sebesar 0.000 artinya berpengaruh secara positif dan signifikan; (5) Nilai *t-statistics* *source credibility* melalui *website trust* sebagai variabel mediasi terhadap loyalitas sebesar 2.811 dan nilai *p-value* sebesar 0.008 artinya berpengaruh secara positif dan signifikan; (6) Nilai *t-statistics* *information quality* melalui *website trust* sebagai variabel mediasi terhadap loyalitas sebesar 2.435 dan nilai *p-value* sebesar 0.008 artinya berpengaruh secara positif dan signifikan; (7) Nilai *t-statistics* *website quality* melalui *website trust* sebagai variabel mediasi terhadap loyalitas sebesar 3.257 dan nilai *p-value* sebesar 0.001 artinya berpengaruh secara positif dan signifikan. Sehingga disimpulkan *source credibility*, *information quality* dan *website quality* merupakan anteseden dari *website trust* yang menimbulkan sikap loyalitas pada pengguna *website* Tripadvisor.

Kata Kunci : Anteseden *Website Trust*, *Consumer Generated Media*, Loyalitas

ABSTRACT

“The Influence of Antecedents of Trust in Consumer Generated Media Website Trust on User Loyalty”

By

Velda Awinna Firdausy

1909719

This study aims to test and analyze the effect of antecedents of trust in the Tripadvisor site on user loyalty. The type of research used in this study is a quantitative approach. Data collection using questionnaires conducted online which are distributed to social media. A sample of 105 respondents of Tripadvisor.co.id users was obtained. Data analysis using SEM-PLS, with the help of SmartPLS 3.0 software. Based on the test results, the hypothesis is obtained: (1) The t-statistics value of the source credibility construct on website trust is 3,256 and the p-value is 0.001, which means that it has a positive and significant effect; (2) The t-statistics value of the information quality construct on website trust is 2,810 and the p-value is 0.003 means that it has a positive and significant effect; (3) The t-statistics value of the website quality construct on website trust is 3.376 and the p-value is 0.000, which means that it has a positive and significant effect; (4) The t-statistics value of website trust on loyalty is 6.560 and the p-value is 0.000 means that it has a positive and significant effect; (5) The t-statistics value of source credibility through website trust as a mediating variable on loyalty is 2.811 and a p-value of 0.008, which means that it has a positive and significant effect; (6) The t-statistics value of information quality through website trust as a mediating variable on loyalty is 2.435 and a p-value of 0.008, meaning that it has a positive and significant effect; (7) The t-statistics value of website quality through website trust as a mediating variable on loyalty is 3,257 and a p-value of 0.001, meaning that it has a positive and significant effect. So it is concluded that source credibility, information quality and website quality are antecedents of website trust which creates an attitude of loyalty in Tripadvisor website users.

Keywords: Antecedents of Website Trust, Consumer Generated Media, Loyalty

DAFTAR ISI

| | |
|--|-----|
| LEMBAR PENGESAHAN..... | i |
| LEMBAR PERNYATAAN | ii |
| UCAPAN TERIMAKASIH | iii |
| ABSTRAK | v |
| <i>ABSTRACT</i> | vi |
| DAFTAR ISI | vii |
| DAFTAR TABEL | x |
| DAFTAR GAMBAR | xi |
| BAB I PENDAHULUAN | 1 |
| 1.1 Latar Belakang | 1 |
| 1.2 Rumusan Masalah | 7 |
| 1.3 Tujuan Penelitian..... | 8 |
| 1.4 Manfaat Penelitian..... | 8 |
| 1.5 Sistematika Penulisan | 8 |
| BAB II KAJIAN PUSTAKA | 10 |
| 2.1 Landasan Teori..... | 10 |
| 2.1.1 <i>E-marketing</i> | 10 |
| 2.1.2 <i>Website Trust</i> | 11 |
| 2.1.3 <i>Source Credibility</i> | 15 |
| 2.1.4 <i>Information Quality</i> | 19 |
| 2.1.5 <i>Website Quality</i> | 22 |
| 2.1.6 Loyalitas | 24 |
| 2.2 Kerangka Pemikiran | 27 |
| 2.3 Hipotesis | 28 |
| 2.4 Penelitian Terdahulu | 35 |
| BAB III METODOLOGI PENELITIAN..... | 43 |
| 3.1 Desain Penelitian | 43 |
| 3.2 Populasi dan Sampel..... | 44 |
| 3.2.1 Populasi | 44 |
| 3.2.2 Sampel | 44 |
| 3.3 Jenis dan Teknik Pengumpulan Data..... | 45 |
| 3.3.1 Jenis Data..... | 45 |
| 3.3.2 Teknik Pengumpulan Data | 45 |
| 3.4 Operasional Variabel | 45 |
| 3.5 Pengujian Validitas dan Reliabilitas | 48 |
| 3.5.1 Uji Validitas | 49 |
| 3.5.2 Uji Reliabilitas | 51 |
| 3.6 Analisis Data | 52 |

| | |
|--|-----------|
| 3.6.1 Analisis Deskriptif | 52 |
| 3.6.2 Analisis Statistik | 52 |
| 3.6.3 Model Pengukuran (<i>Outer Model</i>)..... | 53 |
| 3.6.4 Model Struktural (<i>Inner Model</i>) | 54 |
| 3.6.5 Uji Hipotesis | 56 |
| 3.6.6 Analisis Mediasi..... | 56 |
| 3.7 Alasan Menggunakan <i>Partial Least Square Structural Equation Modeling</i> (PLS-SEM) | 57 |
| 3.8 Diagram Alir Penelitian | 58 |
| BAB IV HASIL DAN PEMBAHASAN | 59 |
| 4.1 Gambaran Umum Tripadvisor | 59 |
| 4.2 Analisis Karakteristik Responden | 60 |
| 4.2.1 Karakteristik Responden Berdasarkan Jenis Kelamin | 60 |
| 4.2.2 Karakteristik Responden Berdasarkan Usia | 61 |
| 4.2.3 Karakteristik Responden Berdasarkan Tempat Asal/Domisili | 61 |
| 4.2.4 Karakteristik Responden Berdasarkan Pendidikan Terakhir | 62 |
| 4.2.5 Karakteristik Responden Berdasarkan Pekerjaan | 63 |
| 4.2.6 Karakteristik Responden Berdasarkan Asal Mengetahui <i>Website</i> <i>Tripadvisor</i> | 64 |
| 4.2.7 Karakteristik Responden Berdasarkan Frekuensi Menggunakan <i>Tripadvisor</i> | 65 |
| 4.3 Analisis Deskriptif Variabel Penelitian | 66 |
| 4.3.1 Analisis Deskriptif <i>Source Credibility</i> | 67 |
| 4.3.2 Analisis Deskriptif <i>Information Quality</i> | 68 |
| 4.3.3 Analisis Deskriptif <i>Website Quality</i> | 70 |
| 4.3.4 Analisis Deskriptif <i>Website Trust</i> | 71 |
| 4.3.5 Analisis Deskriptif Loyalitas | 73 |
| 4.4 Analisis Data | 74 |
| 4.4.1 Uji <i>Outer Model</i> (Evaluasi Model Pengukuran)..... | 74 |
| 4.4.2 Uji <i>Inner Model</i> (Model Struktural)..... | 78 |
| 4.4.3 Uji Hipotesis | 80 |
| 4.4.4 Analisis Mediasi..... | 82 |
| 4.5 Pembahasan Hasil Penelitian | 83 |
| 4.5.1 Pengaruh <i>Source Credibility</i> Terhadap <i>Website Trust</i> | 84 |
| 4.5.2 Pengaruh <i>Information Quality</i> Terhadap <i>Website Trust</i> | 84 |
| 4.5.3 Pengaruh <i>Website Quality</i> Terhadap <i>Website Trust</i> | 85 |
| 4.5.4 Pengaruh <i>Website Trust</i> Terhadap Loyalitas | 85 |
| 4.5.5 Pengaruh <i>Source Credibility</i> Terhadap Loyalitas melalui <i>Website Trust</i> Sebagai Variabel Mediasi | 86 |
| 4.5.6 Pengaruh <i>Information Quality</i> Terhadap Loyalitas melalui <i>Website</i> <i>Trust</i> Sebagai Variabel Mediasi | 87 |

| | |
|---|-----|
| 4.5.7 Pengaruh <i>Website Quality</i> Terhadap Loyalitas melalui <i>Website Trust</i> Sebagai Variabel Mediasi | 87 |
| BAB V PENUTUP | 89 |
| 5.1 Kesimpulan | 89 |
| 5.2 Keterbatasan dan Saran..... | 91 |
| 5.2.1 Keterbatasan | 91 |
| 5.2.2 Saran..... | 91 |
| DAFTAR PUSTAKA | 93 |
| LAMPIRAN | 111 |

DAFTAR TABEL

| | |
|--|----|
| Tabel 2. 2 Penelitian Terdahulu | 35 |
| Tabel 3. 1 Kategori Skala Likert | 45 |
| Tabel 3. 2 Operasional Variabel | 46 |
| Tabel 3. 3 Uji Validitas Variabel X1 | 49 |
| Tabel 3. 4 Uji Validitas Variabel X2 | 50 |
| Tabel 3. 5 Uji Validitas Variabel X3 | 50 |
| Tabel 3. 6 Uji Validitas Variabel Y1 | 51 |
| Tabel 3. 7 Uji Validitas Variabel Y2 | 51 |
| Tabel 3. 8 Hasil Uji Reliabilitas | 52 |
| Tabel 4. 1 Klasifikasi Responden Berdasarkan Jenis Kelamin | 60 |
| Tabel 4. 3 Karakteristik Responden Berdasarkan Usia | 61 |
| Tabel 4. 4 Karakteristik Responden Berdasarkan Tempat Asal/Domisili | 62 |
| Tabel 4. 5 Karakteristik Responden Berdasarkan Pendidikan Terakhir | 63 |
| Tabel 4. 6 Karakteristik Responden Berdasarkan Pekerjaan | 63 |
| Tabel 4. 7 Karakteristik Responden Berdasarkan Asal Mengetahui Website Tripadvisor | 64 |
| Tabel 4. 8 Karakteristik Responden Berdasarkan Frekuensi Menggunakan Tripadvisor | 65 |
| Tabel 4. 9 Kriteria Penilaian Rata-Rata | 66 |
| Tabel 4. 10 Analisis Deskriptif <i>Source Credibility</i> | 67 |
| Tabel 4. 11 Analisis Deskriptif <i>Information Quality</i> | 68 |
| Tabel 4. 12 Analisis Deskriptif <i>Website Quality</i> | 70 |
| Tabel 4. 13 Analisis Deskriptif <i>Website Trust</i> | 71 |
| Tabel 4. 14 Analisis Deskriptif Loyalitas | 73 |
| Tabel 4. 15 <i>Outer Loadings</i> | 75 |
| Tabel 4. 16 Uji <i>Cross Loading</i> | 76 |
| Tabel 4. 17 Nilai <i>Fornell-Larker Criterion</i> | 77 |
| Tabel 4. 18 Hasil Uji Reliabilitas | 78 |
| Tabel 4. 19 Nilai Pengujian <i>R-Square</i> | 79 |
| Tabel 4. 20 Uji <i>Q-Square</i> | 79 |
| Tabel 4. 21 Nilai Rata-Rata AVE Dan <i>R-Square</i> | 80 |
| Tabel 4. 22 Nilai <i>T Statistics</i> dan <i>P Value</i> | 81 |
| Tabel 4. 23 Uji Mediasi..... | 82 |

DAFTAR GAMBAR

| | |
|---|----|
| Gambar 1. 1 Ranking Website Tripadvsior.co.id | 3 |
| Gambar 2. 1 Kerangka Pemikiran | 28 |
| Gambar 3. 1 Desain Penelitian | 43 |
| Gambar 3. 2 Diagram Akhir Penelitian | 58 |
| Gambar 4. 1 Diagram Jalur Inner Model | 81 |

DAFTAR PUSTAKA

- Abd, Oleh, Hafiz Zulpan, Syech Idrus, Sekolah Tinggi, and Pariwisata Mataram. 2023. Persepsi Stakeholders Terhadap Pengembangan Desa Wisata Desa Beleq Sembalun Lawang Kecamatan Sembalun Kabupaten Lombok Timur. Vol. 2.
- Ageeva, Elena, T. C. Melewar, Pantea Foroudi, Charles Dennis, and Zhongqi Jin. 2018. "Examining the Influence of Corporate Website Favorability on Corporate Image and Corporate Reputation: Findings from FsQCA." *Journal of Business Research* 89:287–304. doi: 10.1016/j.jbusres.2018.01.036.
- Agustina, Lidya, and Alifia Oktrina Fayardi. n.d. *Online Review: Indikator Penilaian Kredibilitas Online Dalam Platform E-Commerce*.
- Aladwani, Adel M., and Prashant C. Palvia. n.d. *Developing and Validating an Instrument for Measuring User-Perceived Web Quality*.
- Al-Dwairi, Radwan M. 2013. *E-Commerce Web Sites Trust Factors: An Empirical Approach*. Vol. 6.
- Aljazzaf, Zainab M., Mark Perry, and Miriam A. M. Capretz. 2010. "Online Trust: Definition and Principles." Pp. 163–68 in *Proceedings - 5th International Multi-Conference on Computing in the Global Information Technology, ICCGI 2010*.
- Almira, Tiara Devi. 2017. *Analisis Kualitas Informasi Konten Website Repositori Perpustakaan Universitas Airlangga (Studi Deskriptif Tentang Kualitas Informasi Konten Situs Web Repositori Universitas Airlangga Bagi Pengguna Berdasarkan Pendekatan Dimensi Kualitas Informasi)*. Surabaya: Universitas Airlangga.
- Anderson, Rolph E., and Srini S. Srinivasan. 2003. "E-Satisfaction and E-Loyalty: A Contingency Framework." *Psychology and Marketing* 20(2):123–38. doi: 10.1002/mar.10063.
- Angeloni, Silvia, and Claudio Rossi. 2021. "An Analytical Model for Comparing the Profitability of Competing Online Marketing Channels: Search Engine Marketing versus e-Commerce Marketplace." *Journal of Marketing Theory and Practice* 29(4):534–49. doi: 10.1080/10696679.2021.1879656.

- Anggraini, Clara Novita, Mirah Pratiwi, Dudi Rustandi, Devi Tri Aprilianza, Ocha Trisepta Rachmadiani, and Dewa Ayu Aksamala Gangga Paramitha. 2022. "Pembelajaran Literasi Digital Para Pejuang Dakwah Lpd Al Bahjah Cirebon." *Charity* 5(2a):65. doi: 10.25124/charity.v5i2a.4690.
- Aprilia, Fitri, and Andriani Kusumawati. 2021. "Influence of Electronic Word of Mouth on Visitor's Interest to Tourism Destinations." *Journal of Asian Finance, Economics and Business* 8(2):993–1003. doi: 10.13106/jafeb.2021.vol8.no2.0993.
- Arikunto, Suharsimi. 2010. *Prosedur Penelitian: Suatu Pendekatan Praktik*. Penerbit Rineka Cipta.
- Aurier, Philippe, and Gilles N'Goala. 2010. "The Differing and Mediating Roles of Trust and Relationship Commitment in Service Relationship Maintenance and Development." *Journal of the Academy of Marketing Science* 38(3):303–25. doi: 10.1007/s11747-009-0163-z.
- Ayeh, Julian K., Norman Au, and Rob Law. 2013. "Predicting the Intention to Use Consumer-Generated Media for Travel Planning." *Tourism Management* 35:132–43. doi: 10.1016/j.tourman.2012.06.010.
- Baron, Reuben M., and David A. Kenny. 1986. *The Moderator-Mediator Variable Distinction in Social Psychological Research: Conceptual, Strategic, and Statistical Considerations*. Vol. 51.
- Bart, Yakov, Venkatesh Shankar, Fareena Sultan, and Glen L. Urban. 2005. "Are the Drivers and Role of Online Trust the Same for All Web Sites and Consumers? A Large-Scale Exploratory Empirical Study." *Journal of Marketing* 69(4):133–52. doi: 10.1509/jmkg.2005.69.4.133.
- Bauer, Paul C. 2019. *Conceptualizing Trust and Trustworthiness*.
- Cangara, Hafied. 1998. *Pengantar Ilmu Komunikasi*. Jakarta: PT. Raja Grafindo Persada.
- Cangara, Hafied. 2003. *Satellite Communication and Long Distance Education*. Jakarta: RajaGrafindo.
- Canziani, Bonnie Farber, and Dianne H. B. Welsh. 2016. "Website Quality for SME Wineries: Measurement Insights." *Journal of Hospitality and Tourism Technology* 7(3):266–80.

- Caruana, Albert. 2004. "The Impact of Switching Costs on Customer Loyalty: A Study among Corporate Customers of Mobile Telephony." *Journal of Targeting, Measurement and Analysis for Marketing* 12.
- Casaló, Luis V., Carlos Flavián, and Miguel Guinalú. 2008. "The Role of Satisfaction and Website Usability in Developing Customer Loyalty and Positive Word-of-Mouth in the e-Banking Services." *International Journal of Bank Marketing* 26(6):399–417. doi: 10.1108/02652320810902433.
- Casaló, Luis V., Carlos Flavián, and Miguel Guinalú. 2010. "Relationship Quality, Community Promotion and Brand Loyalty in Virtual Communities: Evidence from Free Software Communities." *International Journal of Information Management* 30(4):357–67. doi: 10.1016/j.ijinfomgt.2010.01.004.
- Castano, Ricardo, and Diana Escandon-Barbosa. 2022. "Measuring the Credibility of Consumer-Generated Media (CGM): A Scale to Test Credibility in the Field of Tourism." *Tec Empresarial* 16(2):79–93. doi: 10.18845/te.v16i2.6187.
- Chaffey, Dave, and PR Smith. 2013. *E-Marketing Excellence: Planning and Optimizing Your Digital Marketing*. 4th ed. London: Taylor & Francis.
- Chang, Hsin Hsin, and Su Wen Chen. 2008a. "The Impact of Online Store Environment Cues on Purchase Intention: Trust and Perceived Risk as a Mediator." *Online Information Review* 32(6):818–41. doi: 10.1108/14684520810923953.
- Chang, Hsin Hsin, and Su Wen Chen. 2008b. "The Impact of Online Store Environment Cues on Purchase Intention: Trust and Perceived Risk as a Mediator." *Online Information Review* 32(6):818–41. doi: 10.1108/14684520810923953.
- Chang, Kuo-Chien. 2014. "The Impact of Website Quality and Perceived Trust on Customer Purchase Intention in the Hotel Sector: Website Brand and Perceived Value as Moderators." *International Journal of Innovation, Management and Technology*. doi: 10.7763/ijimt.2014.v5.523.
- Chaudhuri, Arjun, and Morris B. Holbrook. 2001. *The Role of Brand Loyalty / 81 The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty*. Vol. 65.
- Cheung, Christy M. K., Matthew K. O. Lee, and Neil Rabjohn. 2008. "The Impact of Electronic Word-of-Mouth: The Adoption of Online Opinions in Online

- Customer Communities.” *Internet Research* 18(3):229–47. doi: 10.1108/10662240810883290.
- Cheung, Christy M. K., Matthew K. O. Lee, and Dimple R. Thadani. 2009. *LNAI 5736 - The Impact of Positive Electronic Word-of-Mouth on Consumer Online Purchasing Decision*. Vol. 5736.
- Chih, Wen-Hai, and Mingzhe Ren. 2020. “The Relationships between Website Reputation, Website Quality, and Repeat Purchase Intention: The Moderating Effect of Trust.” *Open Journal of Social Sciences* 08(03):507–13. doi: 10.4236/jss.2020.83043.
- Chin, Wynne W. n.d. *The Partial Least Squares Approach to Structural Equation Modeling*.
- CNN Indonesia. 2021. “Waspada Terbuai Review, Ada 1 Juta Ulasan Palsu Di Tripadvisor.” *Cnnindonesia.Com*.
- Cohen, Jacob. 1988. *Statistical Power Analysis for the Behavioral Sciences*. L. Erlbaum Associates.
- Cyr, Dianne. 2008. “Modeling Web Site Design across Cultures: Relationships to Trust, Satisfaction, and E-Loyalty.” *Journal of Management Information Systems* 24(4):47–72. doi: 10.2753/MIS0742-1222240402.
- Damanik, Janianton, Tri Kuntoro Priyambodo, Moh Edi Wibowo, Putu Diah Sastri Pitanatri, and Suci Sandi Wachyuni. 2023. “Travel Behaviour Differences among Indonesian Youth in Generations Y and Z: Pre-, during and Post-Travel.” *Consumer Behavior in Tourism and Hospitality* 18(1):35–48. doi: 10.1108/CBTH-07-2021-0184.
- Dedeoglu, Bekir Bora. 2019. “Are Information Quality and Source Credibility Really Important for Shared Content on Social Media?: The Moderating Role of Gender.” *International Journal of Contemporary Hospitality Management* 31(1):513–34. doi: 10.1108/IJCHM-10-2017-0691.
- DeLone, William H., and Ephraim R. McLean. 1992. “Information Systems Success: The Quest for the Dependent Variable.” *Information Systems Research* 3(1):60–95. doi: 10.1287/isre.3.1.60.
- Dickey, Irene J., and William F. Lewis. 2007. *Consumer-Generated Media (CGM): An Exploratory Study of Various Forms, Value to Consumers, and Marketing Practitioners, and Global Implications*.

Velda Awinna Firdausy, 2023

PENGARUH ANTESEDEN KEPERCAYAAN PADA SITUS (WEBSITE TRUST) CONSUMER GENERATED MEDIA TERHADAP LOYALITAS PENGGUNANYA

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Dirgantari, Puspo Dewi, Yusuf Murtadlo Hidayat, Mohd Halim Mahphoth, and Rury Nugraheni. 2020. "Level of Use and Satisfaction of E-Commerce Customers in Covid-19 Pandemic Period: An Information System Success Model (Issm) Approach." *Indonesian Journal of Science and Technology* 5(2):261–70. doi: 10.17509/ijost.v5i2.24617.
- Doney, Patricia M., and Joseph P. Cannon. 1997. *An Examination of the Nature of Trust in Buyer-Seller Relationships*. Vol. 61.
- Durianto, Darmadi, Sugiarto, and Lie Joko Budiman. 2004. *Strategi Menaklukkan Pasar Melalui Riset Ekuitas Dan Perilaku Merek*. PT Gramedia Pustaka Utama.
- Eggers, Fabian, Michele O'Dwyer, Sascha Kraus, Christine Vallaster, and Stefan Güldenbergh. 2013. "The Impact of Brand Authenticity on Brand Trust and SME Growth: A CEO Perspective." *Journal of World Business* 48(3):340–48. doi: 10.1016/j.jwb.2012.07.018.
- Fandy, Tjiptono. 2004. *Manajemen Jasa*. Yogyakarta: Andi Offset.
- Fanoberova, Anna, and Hanna Kuczkowska. n.d. *Effects of Source Credibility and Information Quality on Attitudes and Purchase Intentions of Apparel Products A Quantitative Study of Online Shopping among Consumers in Sweden*.
- Filieri, Raffaele, Salma Alguezaui, and Fraser McLeay. 2015. "Why Do Travelers Trust TripAdvisor? Antecedents of Trust towards Consumer-Generated Media and Its Influence on Recommendation Adoption and Word of Mouth." *Tourism Management* 51:174–85. doi: 10.1016/j.tourman.2015.05.007.
- Filieri, Raffaele, and Fraser McLeay. 2014. "E-WOM and Accommodation: An Analysis of the Factors That Influence Travelers' Adoption of Information from Online Reviews." *Journal of Travel Research* 53(1):44–57. doi: 10.1177/0047287513481274.
- Filieri, Raffaele, Fraser McLeay, Bruce Tsui, and Zhibin Lin. 2018. "Consumer Perceptions of Information Helpfulness and Determinants of Purchase Intention in Online Consumer Reviews of Services." *Information and Management* 55(8):956–70. doi: 10.1016/j.im.2018.04.010.
- Firmansyah, Fani, Puji Endah Purnamasari, Maretha Ika Prajawati, Fakultas Ekonomi, Uin Maulana Malik Ibrahim Malang, and Nama Penulis. 2022. *E-*

- Banking Service Quality Dan E-Trust Serta Implikasinya Pada E-Customer Satisfaction Dan E-Customer Loyalty*. Vol. 18.
- Fitria, Riska. 2018. "1 Dari 3 Ulasan TripAdvisor Dicurigai Palsu Karena Bisa Dibeli." *Food.Detik.Com*.
- Fitriarti, Etik Anjar. 2019. "Urgensi Literasi Digital Dalam Menangkal Hoax Informasi Kesehatan Di Era Digital." *Metacommunication: Journal of Communication Studies* 4(2):219. doi: 10.20527/mc.v4i2.6929.
- Flavián, Carlos, Miguel Guinalú, and Raquel Gurrea. 2006a. "The Role Played by Perceived Usability, Satisfaction and Consumer Trust on Website Loyalty." *Information and Management* 43(1):1–14. doi: 10.1016/j.im.2005.01.002.
- Fogg, B. J. 2002. *Persuasive Technology: Using Computers to Change What We Think and Do*.
- Forman, Chris, Anindya Ghose, and Batia Wiesenfeld. n.d. *Examining the Relationship Between Reviews and Sales: The Role of Reviewer Identity Disclosure in Electronic Markets 1*.
- Fornell, Claes, and David F. Larcker. 1981. *Evaluating Structural Equation Models with Unobservable Variables and Measurement Error*. Vol. 18.
- Gaspersz, Vincent. 2002. *Manajemen Kualitas Dalam Industri Jasa*. Gramedia Pustaka Utama.
- Geisser, Seymour. 1975. *The Predictive Sample Reuse Method with Applications*. Vol. 70.
- Gentina, Elodie. 2020. "Generation Z in Asia: A Research Agenda." Pp. 3–19 in *The New Generation Z in Asia: Dynamics, Differences, Digitalization*. Emerald Group Publishing Ltd.
- Ghozali, Imam. 2006. *Structural Equation Modelling Metode Alternatif Dengan Partial Least Square*. Semarang: Universitas Diponegoro.
- Ghozali, Imam. 2009. *Aplikasi Analisis Multivariate Dengan Program SPSS*. Semarang: Universitas Diponegoro.
- Ghozali, Imam. 2014. *Analisis Multivariate Dengan Program SPSS*. Semarang: Universitas Diponegoro.
- Ghozali, Imam. 2016. *Aplikasi Analisis Multivariate Dengan Program IBM SPSS* 23. 8th ed. Semarang: Universitas Diponegoro.

Ghozali, Imam. 2018. *Aplikasi Analisis Multivariate Dengan Program IBM SPSS* 25. Semarang: Universitas Diponegoro.

Giao, Ha Nam Khanh, Bui Nhat Vuong, and Tran Nhu Quan. 2020. "The Influence of Website Quality on Consumer's e-Loyalty through the Mediating Role of e-Trust and e-Satisfaction: An Evidence from Online Shopping in Vietnam." *Uncertain Supply Chain Management* 8(2):351–70. doi: 10.5267/j.uscm.2019.11.004.

Giovanis, Apostolos N., and Pinelopi Athanasopoulou. 2014. *Gaining Customer Loyalty in the E-Tailing Marketplace: The Role of e-Service Quality, e-Satisfaction and e-Trust*. Vol. 9.

Gregg, Dawn G., and Steven Walczak. 2010. "The Relationship between Website Quality, Trust and Price Premiums at Online Auctions." *Electronic Commerce Research* 10(1):1–25. doi: 10.1007/s10660-010-9044-2.

Griffin. 2005. *Customer Loyalty*. Jakarta: Erlangga.

Gunawan, Hendra, Zulkarnain, and Alvi Furwanti Alwie. 2019. "Pengaruh Kualitas Informasi, Kualitas Sistem Dan Kualitas Layanan Terhadap Kepercayaan Dan Kepuasan Pada Informasi Publik Dari Badan Pemeriksa Keuangan Perwakilan Provinsi Riau." *Tepak Manajemen Bisnis XI*.

Habibi, Mohammad Reza, Michel Laroche, and Marie Odile Richard. 2014. "Brand Communities Based in Social Media: How Unique Are They? Evidence from Two Exemplary Brand Communities." *International Journal of Information Management* 34(2):123–32. doi: 10.1016/j.ijinfomgt.2013.11.010.

Hair, Joe F., Marko Sarstedt, Christian M. Ringle, and Jeannette A. Mena. 2012. "An Assessment of the Use of Partial Least Squares Structural Equation Modeling in Marketing Research." *Journal of the Academy of Marketing Science* 40(3):414–33. doi: 10.1007/s11747-011-0261-6.

Hair, Joseph F., William C. Black, Barry J. Babin, and Rolph E. Anderson. 2010. *Multivariate Data Analysis*. 7th Edition.

Hair, Joseph F., Jeffrey J. Risher, Marko Sarstedt, and Christian M. Ringle. 2019. "When to Use and How to Report the Results of PLS-SEM." *European Business Review* 31(1):2–24.

Hajli, Nick, Julian Sims, Arash H. Zadeh, and Marie Odile Richard. 2017. "A Social Commerce Investigation of the Role of Trust in a Social Networking Site on

Velda Awinna Firdausy, 2023
PENGARUH ANTESEDEN KEPERCAYAAN PADA SITUS (WEBSITE TRUST) CONSUMER GENERATED MEDIA TERHADAP LOYALITAS PENGGUNANYA

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Purchase Intentions.” *Journal of Business Research* 71:133–41. doi: 10.1016/j.jbusres.2016.10.004.
- Haryono, S. n.d. *Metode SEM Untuk Penelitian Manajemen AMOS Lisrel PLS*. Jakarta: Luxima Metro Media.
- Hayati, Dwi Nur, and Mikhael Gewati. 2021. “Perangi Hoaks, Edukasi Literasi Media Dibutuhkan Untuk Tingkatkan Kemampuan Kritis Masyarakat.”
- Hocevar, Kristin Page, Miriam Metzger, and Andrew J. Flanagin. 2017. “Source Credibility, Expertise, and Trust in Health and Risk Messaging.” in *Oxford Research Encyclopedia of Communication*. Oxford University Press.
- Hoffman, Donna L., Thomas P. Novak, and Marcos Peralta. 1999. *COMMUNICATIONS OF THE ACM*. Vol. 42.
- Honor, Tara. n.d. “Building Trust with Quality Website Content.” *Articles.Bplans.Com*.
- Hovland, Carl Iver, Irving L. Janis, and Harold H. Kelley. 1953. *Communication and Persuasion*. Vol. 10. New Haven: GT: Yale University Press.
- Hsieh, Jung Kuei, and Yi Jin Li. 2020. “Will You Ever Trust the Review Website Again? The Importance of Source Credibility.” *International Journal of Electronic Commerce* 24(2):255–75. doi: 10.1080/10864415.2020.1715528.
- Hudayah, Syarifah, and Zainal Abidin. n.d. *The Effect of Product Quality and Corporate Image on Customer Loyalty through Customer Trust in PT. Insani Baraperkasa* Date of Submission: Xx-Xx-Xxxx Date of Acceptance: Xx-Xx-Xxxx.
- Hur, Youngjin, Yong Jae Ko, and Joseph Valacich. 2011. “A Structural Model of the Relationships between Sport Website Quality, e-Satisfaction, and e-Loyalty.” *Journal of Sport Management* 25(5):458–73. doi: 10.1123/jsm.25.5.458.
- Hurriyati, Raatih. 2010. *Bauran Pemasaran Dan Loyalitas Konsumen*. Bandung: Alfabeta.
- Indrajit, Richardus Eko. 2002. *Electronic Government : Strategi Pembangunan Dan Pengembangan Sistem Pelayanan Publik Berbasis Teknologi Digital / Richardus Eko Indrajit*. Yogyakarta: Andi.
- Jeong, Miyoung, and Myunghee Mindy Jeon. 2008. “Customer Reviews of Hotel Experiences through Consumer Generated Media (Cgm).” *Journal of Velda Awinna Firdausy, 2023*

- Hospitality and Leisure Marketing* 17(1–2):121–38. doi: 10.1080/10507050801978265.
- Jogiyanto HM. 2007. *Sistem Informasi Keperilakuan / Jogiyanto HM*. Yogyakarta: Andi Offset.
- Jonathan, Claresta Janice, and Riswan Efendi Tarigan. 2016. *THE EFFECTS OF E-TOURISM TO THE DEVELOPMENT OF TOURISM SECTOR IN INDONESIA*. Vol. 10.
- Jonsson, Anders. 2013. “Facilitating Productive Use of Feedback in Higher Education.” *Active Learning in Higher Education* 14(1):63–76.
- Juhanda, Hendri, and Puspita Kencana Sari. n.d. Analisis Kualitas Website Jalur Nugraha Ekakurir (Jne) Menggunakan Pendekatan Webqual Dan Importance Performance Analysis (Ipa) Menurut Persepsi Online Seller Analysis Of Jalur Nugraha Ekakurir (Jne) Website’s Quality Using Webqual And Importance Performance Analysis (Ipa) Approachment Perceived By Online Seller. *Jurnal Kesehatan Masyarakat, Propotif, Ade Dita Puteri, and Azimah Mardiyatun Nisa*. 2020. “FAKTOR-FAKTOR YANG BERHUBUNGAN DENGAN PERILAKU SAFETY DRIVING PADA SUPIR TRAVEL DI PT. LIBRA WISATA TRANSPORT.” 4(1).
- Kaktiņš, Louise. 2018. “Contract Cheating Advertisements: What They Tell Us about International Students’ Attitudes to Academic Integrity.” *Ethics and Education* 13(2):268–84. doi: 10.1080/17449642.2017.1412178.
- Kao, Ta Wei, and Winston T. Lin. 2016. “The Relationship between Perceived E-Service Quality and Brand Equity: A Simultaneous Equations System Approach.” *Computers in Human Behavior* 57:208–18. doi: 10.1016/j.chb.2015.12.006.
- Kareklas, Ioannis, Darrel D. Muehling, and T. J. Weber. 2015. “Reexamining Health Messages in the Digital Age: A Fresh Look at Source Credibility Effects.” *Journal of Advertising* 44(2):88–104. doi: 10.1080/00913367.2015.1018461.
- Kaur, Amandeep. 2020. “How a Consumer Search for Multiple Information Sources to Get Price Satisfaction: The Mediating Role of Online Trust.” *GYAN MANAGEMENT* 14.

- Kim, Soyoung, Reginald Williams, and Yulee Lee. 2004. "Attitude toward Online Shopping and Retail Website Quality: A Comparison of US and Korean Consumers." *Journal of International Consumer Marketing* 16(1):89–111. doi: 10.1300/J046v16n01_06.
- Koiso-Kanttila, Nina. 2004. "Digital Content Marketing: A Literature Synthesis." *Journal of Marketing Management* 20(1–2):45–65. doi: 10.1362/026725704773041122.
- Kominfo. 2020. "[HOAKS] Objek Wisata Pantai Pangandaran Akan Ditutup." *Kominfo.Go.Id*.
- Kotler, Philip, and Kevin Lane Keller. 2015. *Marketing Management*. 15th ed. Pearson Education.
- Kotler, Phillip, Hermawan Kartajaya, and Iwan Setiawan. 2016. *Marketing 4.0: Moving from Traditional to Digital*.
- Kusuma, Erica Gabriela, and A. Y. Agung Nugroho. 2021. Analisis pengaruh source credibility dan endorser nationality terhadap minat beli produk maybelline. Vol. 13.
- Lancaster, Thomas. 2020. "Academic Discipline Integration by Contract Cheating Services and Essay Mills." *Journal of Academic Ethics* 18(2):115–27. doi: 10.1007/s10805-019-09357-x.
- Lee, Hee Andy, Rob Law, and Jamie Murphy. 2011. "Helpful Reviewers in TripAdvisor, an Online Travel Community." *Journal of Travel and Tourism Marketing* 28(7):675–88. doi: 10.1080/10548408.2011.611739.
- Lee, Yang W., Diane M. Strong, Beverly K. Kahn, and Richard Y. Wang. n.d. *AIMQ: A Methodology for Information Quality Assessment*.
- Leung, Daniel, and Jing Ma. 2020. "Antecedents and Consequences of Consumers' Trust in Hybrid Travel Websites." *Journal of Travel and Tourism Marketing* 37(6):756–72. doi: 10.1080/10548408.2020.1812468.
- Liu, Chang, and Kirk P. Arnett. n.d. *Exploring the Factors Associated with Web Site Success in the Context of Electronic Commerce*.
- Liu, Sha, Genqiang Li, Nan Liu, and Wu Hongwei. 2021. "The Impact of Patient Satisfaction on Patient Loyalty with the Mediating Effect of Patient Trust." *Inquiry (United States)* 58. doi: 10.1177/00469580211007221.

- MacKinnon, David P., Ghulam Warsi, and James H. Dwyer. 1995. "A Simulation Study of Mediated Effect Measures." *Multivariate Behavioral Research* 30(1):41–62. doi: 10.1207/s15327906mbr3001_3.
- Majid, Umair. 2018. "Research Fundamentals: Study Design, Population, and Sample Size." *Undergraduate Research in Natural and Clinical Science and Technology (URNCSST) Journal* 2(1):1–7. doi: 10.26685/urncst.16.
- Manasra, ExcimireyAmer Al-, "Mohammed Khair" Saleem Abu Zaid, and Fadi TaherQutaishat. 2013. "Investigating the Impact of Website Quality on Consumers' Satisfaction in Jordanian Telecommunication Sector." *Arab Economic and Business Journal* 8(1–2):31–37. doi: 10.1016/j.aebj.2013.11.004.
- Mangold, W. Glynn, and David J. Faulds. 2009. "Social Media: The New Hybrid Element of the Promotion Mix." *Business Horizons* 52(4):357–65. doi: 10.1016/j.bushor.2009.03.002.
- Mardiansjah, Fadjar Hari, Paramita Rahayu, and Deden Rukmana. 2021. "New Patterns of Urbanization in Indonesia: Emergence of Non-Statutory Towns and New Extended Urban Regions." *Environment and Urbanization ASIA* 12(1):11–26. doi: 10.1177/0975425321990384.
- McGinnies, Elliott, and Charles D. Ward. 1980. "Better Liked than Right." *Personality and Social Psychology Bulletin* 6(3):467–72. doi: 10.1177/014616728063023.
- McKnight, D. Harrison, Vivek Choudhury, and Charles Kacmar. 2002. "Developing and Validating Trust Measures for E-Commerce: An Integrative Typology." *Information Systems Research* 13(3):334–59. doi: 10.1287/isre.13.3.334.81.
- Meiliana, Devita Irmanti, Mochamad Rizal Hidayat, Nur Viani Amalina, and Dewi Suryani. 2017. "Mobile Smart Travelling Application for Indonesia Tourism." Pp. 556–63 in *Procedia Computer Science*. Vol. 116. Elsevier B.V.
- Metzger, Miriam J., and Andrew J. Flanagin. 2013. "Credibility and Trust of Information in Online Environments: The Use of Cognitive Heuristics." *Journal of Pragmatics* 59:210–20. doi: 10.1016/j.pragma.2013.07.012.
- Metzger, Miriam J., Andrew J. Flanagin, Keren Eyal, Daisy R. Lemus, and Robert M. Mccann. 2003. "Credibility for the 21st Century: Integrating Perspectives

- on Source, Message, and Media Credibility in the Contemporary Media Environment.” *Annals of the International Communication Association* 27(1):293–335. doi: 10.1080/23808985.2003.11679029.
- Mladenovic, Dusan, Anida Krajina, and Ivana Milojevic. 2019. “Motives for Writing Online Reviews in Post-Vacation Phase.” *International Journal of Culture, Tourism, and Hospitality Research* 13(2):244–56. doi: 10.1108/IJCTHR-12-2018-0169.
- Morgan, Robert M., and Shelby D. Hunt. 1994. “The Commitment-Trust Theory of Relationship Marketing.” *Journal of Marketing* 58(3):20. doi: 10.2307/1252308.
- Nelson, Jacob L., and Su Jung Kim. 2021. “Improve Trust, Increase Loyalty? Analyzing the Relationship Between News Credibility and Consumption.” *Journalism Practice* 15(3):348–65. doi: 10.1080/17512786.2020.1719874.
- Nicolaou, Andreas I., and D. Harrison McKnight. 2006. “Perceived Information Quality in Data Exchanges: Effects on Risk, Trust, and Intention to Use.” *Information Systems Research* 17(4):332–51. doi: 10.1287/isre.1060.0103.
- Notoatmodjo, Soekidjo. 2012. *Metodologi Penelitian Kesehatan/ Soekidjo Notoatmodjo*. Jakarta: Rineka Cipta.
- Nurmalia Safitri, Lioni, Diana Triwardhani, and Rosali Sembiring. n.d. Keputusan Pembelian Yamaha Vixion (Studi Kasus Pada Jakarta Timur Dan Jakarta Selatan). Vol. 2.
- Nurse, Jason R. C., Syed S. Rahman, Sadie Creese, Michael Goldsmith, and Koen Lamberts. 2011. *Information Quality and Trustworthiness: A Topical State-of-the-Art Review*.
- O’Brien, James A. 2005. *Introduction to Information Systems*. New York: McGraw Hill .
- Octavia, Damayanti, and Andes Tamerlane. 2017. “The Influence of Website Quality on Online Purchase Intentions on Agoda.Com with E-Trust as a Mediator.” *Binus Business Review* 8(1):9. doi: 10.21512/bbr.v8i1.1680.
- Patma, Tundung Subali, Ludfi Djajanto, Saniman Widodo, and Karisma Sri Rahayu. 2023. “The Effect of Information Quality and Experience Quality on Trust and Its Impact on Customer Loyalty.” Pp. 260–68 in.

- Pavlou, Paul A. 2003. "Consumer Acceptance of Electronic Commerce: Integrating Trust and Risk with the Technology Acceptance Model." *International Journal of Electronic Commerce* 7(3):101–34. doi: 10.1080/10864415.2003.11044275.
- Perkasa, Naufal Putra Yundra. 2023. "Pengaruh Kualitas Website Dan Online Customer Review Terhadap Minat Beli Ulang Pelanggan Pada Marketplace Blibli Di Surabaya." UPN Veteran Jawa Timur.
- Petter, Stacie, and Ephraim R. McLean. 2009. "A Meta-Analytic Assessment of the DeLone and McLean IS Success Model: An Examination of IS Success at the Individual Level." *Information and Management* 46(3):159–66. doi: 10.1016/j.im.2008.12.006.
- Pornpitakpan', Chanthika. 2004. *The Persuasiveness of Source Credibility: A Critical Review of Five Decades' Evidence*. Vol. 34.
- Prakoso, Arvan Ali. 2017. "Analisis Pengaruh Kepercayaan, Kualitas Pelayanan, Dan Harga Terhadap Kepuasan Pelanggan Serta Dampaknya Pada Loyalitas." Universitas Islam Negeri Syarif Hidayatullah, Jakarta.
- Pramesti, Nadhita Wahyu, and Ama Suyanto. n.d. Analisis Pengaruh Kepercayaan Dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan (Studi Kasus Pada Pelanggan E-Commerce Di Indonesia Tahun 2018) Analysis Of The Effect Trust And Customer Satisfaction In Shopping In E-Commerce On Customer Loyalty (*Case Study of Ecommerce Customer in Indonesian in 2018*).
- Pramuditha, Rufina, Syarifah Hidayah, and Herning Indriastuti. 2021. "Pengaruh Service Quality, E-Trust Terhadap E-Satisfaction Dan E-Loyalty Konsumen (Studi Pada Konsumen Marketplace Shopee Di Kalimantan Timur)." *Jurnal Sketsa Bisnis* 08(02):123–34.
- Pratminingsih, Sri Astuti, Christina Lipuringtyas, and Tetty Rimenta. 2013. "Factors Influencing Customer Loyalty Toward Online Shopping." *International Journal of Trade, Economics and Finance* 104–10. doi: 10.7763/ijtef.2013.v4.268.
- Priambodo, Damas Ade, and Naili Farida. n.d. *Pengaruh E-Website Quality Dan E-Service Quality Terhadap E-Repurchase Intention Melalui E-Trust (Studi Pada Konsumen Produk Fashion Lazada Mahasiswa Universitas Diponegoro)*. Vol. IX.

Velda Awinna Firdausy, 2023

PENGARUH ANTESEDEN KEPERCAYAAN PADA SITUS (WEBSITE TRUST) CONSUMER GENERATED MEDIA TERHADAP LOYALITAS PENGGUNANYA

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Qian, Da, Lei Wang, and Lin Zhu. 2018. *The Effect of System Generated Cues on Microblog Rewarding Repost Behavior-a Source Credibility Perspective*.
- Rahmat, Jalaludin. 2005. *Psikologi Komunikasi*. Bandung: PT Remaja Rosdakarya.
- Rai, Arun, Sandra S. Lang, and Robert B. Welker. 2002. "Assessing the Validity of IS Success Models: An Empirical Test and Theoretical Analysis." *Information Systems Research* 13(1):50–69. doi: 10.1287/isre.13.1.50.96.
- Rakhmad, Jalaludin. 2012. *Psikologi Komunikasi*. Bandung: Rosdakarya.
- Ramialis, Annisa Fitrah, and Dan Eri Besra. 2021. "Pengaruh Website Quality Dan Website Brand Terhadap Minat Beli Online Dengan Kepercayaan Sebagai Variabel Mediasi (Survei Pada Konsumen Shopee Kota Padang)." *Jurnal Riset Bisnis* 4(2):209–21.
- Ranganathan, C., and Shobha Ganapathy. n.d. *Key Dimensions of Business-to-Consumer Web Sites*.
- Rangkuti, Freddy. 2002. *Measuring Customer Satisfaction*,. Jakarta: PT Gramedia Pustaka Utama.
- Reichheld, Frederick F., and Phil Schefter. 2000. "E-Loyalty: Your Secret Weapon on the Web." *Harvard Business Review* .
- Rigdon, Edward E. 2012. "Rethinking Partial Least Squares Path Modeling: In Praise of Simple Methods." *Long Range Planning* 45(5–6):341–58. doi: 10.1016/j.lrp.2012.09.010.
- Sahut, Gilles, and André Tricot. 2017. "Wikipedia: An Opportunity to Rethink the Links between Sources' Credibility, Trust, and Authority." 22. doi: <http://dx.doi.org/10.5210/fm.v22i111.7108>.
- Sanjaya, Ridwan, and Josua Tarigan. 2009. *Creative Digital Marketing : Teknologi Berbiaya Murah, Inovatif, Dan Berdaya Hasil Gemilang*. Jakarta: Elex Media Komputindo.
- Schuckert, Markus, Xianwei Liu, and Rob Law. 2015. "Hospitality and Tourism Online Reviews: Recent Trends and Future Directions." *Journal of Travel and Tourism Marketing* 32(5):608–21. doi: 10.1080/10548408.2014.933154.
- Sekaran, Uma. 2017. *Metode Penelitian Untuk Bisnis*. 6th ed. edited by R. Bougie. Jakarta: Salemba Empat.
- Shafiee, Majid Mohammad, and Negin Ahghar Bazargan. 2018. "Behavioral Customer Loyalty in Online Shopping: The Role of e-Service Quality and e-Velda Awinna Firdausy, 2023

- Recovery.” *Journal of Theoretical and Applied Electronic Commerce Research* 13(1):26–38. doi: 10.4067/S0718-18762018000100103.
- Shan, Yan. 2016. “How Credible Are Online Product Reviews? The Effects of Self-Generated and System-Generated Cues on Source Credibility Evaluation.” *Computers in Human Behavior* 55:633–41. doi: 10.1016/j.chb.2015.10.013.
- Shankar, Venkatesh, Amy K. Smith, and Arvind Rangaswamy. 2003. “Customer Satisfaction and Loyalty in Online and Offline Environments.” *International Journal of Research in Marketing* 20(2):153–75. doi: 10.1016/S0167-8116(03)00016-8.
- Shelat, Bhiru, and Florian N. Egger. n.d. *What Makes People Trust Online Gambling Sites?*
- Stone, M. n.d. *Cross-Validatory Choice and Assessment of Statistical Predictions.*
- Sugiyono. 2018. “Metode Penelitian Kuantitatif, Kualitatif Dan R&D.” Penerbit Alfabeta Bandung.
- Sugiyono. 2021. *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D.* Bandung: Alfabeta.
- Suhartanto, Dwi, Michael Clemes, and David Dean. 2013. “Analyzing the Complex and Dynamic Nature of Brand Loyalty in the Hotel Industry.” *Tourism Review International* 17(1):47–61. doi: 10.3727/154427213x13649094288106.
- Tanjaya, S. C., L. Manek, and H. .. Tawas. 2019. Effect Of Information Quality, Trust And Ease Of Consumer On Vape Product Purchase Decisions On Instagram. Vol. 7.
- Teixeira, S., A. R. Sofia, and A. P. Lima. 2023. “The Relationship of Online Trust with Consumer Generated Media: The Case of Booking.” *International Journal of Marketing Innovation and Strategy* 2023(1):51–59. doi: 10.34624/ijmis.v1i1.32368.
- Toufaily, Elissar, Line Ricard, and Jean Perrien. 2013. “Customer Loyalty to a Commercial Website: Descriptive Meta-Analysis of the Empirical Literature and Proposal of an Integrative Model.” *Journal of Business Research* 66(9):1436–47. doi: 10.1016/j.jbusres.2012.05.011.
- Tripadvisor. 2018. “Is Jakarta Truly Unsuitable for Tourists?” <https://www.tripadvisor.com/>.
- Tripadvisor. 2023. “Tripadvisor.Com.”

- Trusov, Michael, Randolph E. Bucklin, and Koen H. Pauwels. 2008. *Effects of Word-of-Mouth Versus Traditional Marketing: Findings from an Internet Social Networking Site*.
- Ukpabi, Dandison C., and Heikki Karjaluo. 2018. "What Drives Travelers' Adoption of User-Generated Content? A Literature Review." *Tourism Management Perspectives* 28:251–73.
- Urry, John, and Jonas Larsen. n.d. *The Tourist Gaze 3.0*.
- Utami, Sorayanti. 2015. *THE INFLUENCE OF CUSTOMERS' TRUST ON CUSTOMER LOYALTY*. Vol. III.
- Valvi, Aikaterini C., and Konstantinos C. Fragkos. 2012. "Critical Review of the E-Loyalty Literature: A Purchase-Centred Framework." *Electronic Commerce Research* 12(3):331–78.
- Venus, Antar. 2004. *Manajemen Kampanye: Panduan Teoritis Dan Praktis Dalam Mengefektifkan Kampanye Komunikasi*. Bandung: Simbiosis Rekatama Media.
- Venus, Antar. 2009. *Manajemen Kampanye*. Bandung: Simbiosis Rekatama Media.
- Vinzi, Vincenzo Esposito, Michel Tenenhaus, and Silvano Amato. n.d. *A Global Goodness-of-Fit Index for PLS Structural Equation Modelling A Global Goodness-of-Fit Index for PLS Structural Equation Modelling 1 Un Indice Di Validazione Globale per i Modelli Ad Equazioni Strutturali Con Il Metodo PLS*.
- Waisnawa, Ni Luh Putu Ayu Yoceilla, and Ni Made Rastini. 2020. "PENGARUH KUALITAS ARGUMEN DAN KREDIBILITAS SUMBER TERHADAP NIAT PEMBELIAN YANG DIMEDIASI OLEH KEGUNAAN INFORMASI." *E-Jurnal Manajemen Universitas Udayana* 9(4):1527. doi: 10.24843/ejmunud.2020.v09.i04.p15.
- Wang, Liang, Rob Law, Basak Denizci Guillet, Kam Hung, and Davis Ka Chio Fong. 2015. "Impact of Hotel Website Quality on Online Booking Intentions: ETrust as a Mediator." *International Journal of Hospitality Management* 47:108–15. doi: 10.1016/j.ijhm.2015.03.012.
- Wang, Ye Diana, and Henry H. Emurian. n.d. *Trust in E-Commerce: Consideration of Interface Design Factors I*. Vol. 3.
- Warnilah, Ai Ilah. 2018. "Versi Online: Journal.Umtas.Ac.Id/Index." 2(1).
- Velda Awinna Firdausy, 2023
PENGARUH ANTESEDEN KEPERCAYAAN PADA SITUS (WEBSITE TRUST) CONSUMER GENERATED MEDIA TERHADAP LOYALITAS PENGGUNANYA
 Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Wibowo, L. A., P. D. Dirgantari, and L. N. Larasati. 2021. *Pengaruh E-Service Quality Terhadap E-Loyalty Pada Industri Marketplace Indonesia Keywords*. Vol. 21.
- Winnie, Poh-Ming Wong. 2014. "The Effects of Website Quality on Customer E-Loyalty: The Mediating Effect of Trustworthiness." *International Journal of Academic Research in Business and Social Sciences* 4(3). doi: 10.6007/ijarbss/v4-i3/670.
- Winoto, Yunus. 2015. *Penerapan Teori Kredibilitas Sumber (Source Of Credibility) Dalam Penelitian-Penelitian Layanan Perpustakaan*.
- Wu, Yuanyuan, Eric W. T. Ngai, Pengkun Wu, and Chong Wu. 2020. "Fake Online Reviews: Literature Review, Synthesis, and Directions for Future Research." *Decision Support Systems* 132(March):113280. doi: 10.1016/j.dss.2020.113280.
- Yang, Zhilin, Shaohan Cai, Zheng Zhou, and Nan Zhou. 2005. "Development and Validation of an Instrument to Measure User Perceived Service Quality of Information Presenting Web Portals." *Information & Management* 42(4):575–89. doi: 10.1016/j.im.2004.03.001.
- Yi, Mun Y., Jane J. Yoon, Joshua M. Davis, and Taesik Lee. 2013. "Untangling the Antecedents of Initial Trust in Web-Based Health Information: The Roles of Argument Quality, Source Expertise, and User Perceptions of Information Quality and Risk." *Decision Support Systems* 55(1):284–95. doi: 10.1016/j.dss.2013.01.029.
- Yoo, Kyung-Hyan, Yoonjung Lee, Ulrike Gretzel, and Daniel R. Fesenmaier. n.d. *Trust in Travel-Related Consumer Generated Media*.
- Yulianingsih, Ayu, and Bethani Suryawardani. 2018. *Pengaruh Experiential Marketing Dan Brand Awareness Terhadap Keputusan Pembelian (Studi Kasus Pada Nexa Hotel Bandung Tahun 2018) The Influence Of Experiential Marketing And Brand Awareness On Purchase Decision (Case Study At Nexa Hotel Bandung In 2018)*.
- Zahedi, Fatemeh, and Jaeki Song. 2008. "Dynamics of Trust Revision: Using Health Infomediaries." *Journal of Management Information Systems* 24(4):225–48. doi: 10.2753/MIS0742-1222240409.

- Zhang, Kem Z. K., Xiang Gong, Sesia J. Zhao, and Matthew K. O. Lee. n.d. *Association For Information Systems Association For Information Systems Ais Electronic Library (Aisel) Ais Electronic Library (Aisel) Cognitive Trust, Emotional Trust And The Value-Based Cognitive Trust, Emotional Trust And The Value-Based Acceptance Model In Mobile Payment Adoption Acceptance Model In Mobile Payment Adoption Cognitive Trust, Emotional Trust And The Value-Based Acceptance Model In Mobile Payment Adoption.*
- Zhang, Liang, Hai Zhao, Mingzhe Gan, Yanlin Jin, Xiaofeng Gao, Qian Chen, Jiafa Guan, and Zhongyan Wang. 2011. "Application of Simultaneous Saccharification and Fermentation (SSF) from Viscosity Reducing of Raw Sweet Potato for Bioethanol Production at Laboratory, Pilot and Industrial Scales." *Bioresource Technology* 102(6):4573–79. doi: 10.1016/j.biortech.2010.12.115.
- Zuhdi, Dan Pls-Sem, B. Suharjo, and H. Sumarno. n.d. Perbandingan Pendugaan Parameter Koefisien Struktural Model Melalui Sem.