

**PENGARUH *ONLINE CUSTOMER REVIEW* TERHADAP
ONLINE REPURCHASE INTENTION PADA INDUSTRI
ONLINE TRAVEL AGENT B2C INDONESIA**

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat
Menempuh Ujian Sidang Sarjana Pendidikan Program Studi Pendidikan Bisnis



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UNIVERSITAS PENDIDIKAN INDONESIA
2020

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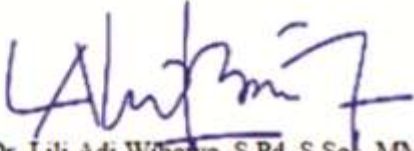
LEMBAR PENGESAHAN


**PENGARUH *ONLINE CUSTOMER REVIEW* TERHADAP
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ABSTRAK

Anisa Pujianti (1608022), “**Pengaruh *Online Customer Review* terhadap *Online Repurchase Intention* Pada Industri *Online Travel Agent B2C Indonesia*”.**
Bimbingan Dr. Lili Adi Wibowo, S.Pd., S.Sos., MM. dan Lisnawati, S.Pd., MM.

Perkembangan internet saat ini memberikan peluang lebih besar bagi industri jasa dalam *e-commerce*, termasuk dalam industri *travel*. Beberapa perusahaan *online travel agent* Indonesia berhasil melakukan strategi yang mampu menimbulkan *intention* dan menarik perhatian konsumen untuk bertransaksi, namun adapula yang hanya meraih sedikit perhatian sehingga diakuisisi oleh perusahaan lain. *Online repurchase intention* dapat tercipta melalui *online customer review*. Penelitian ini bertujuan untuk mengetahui gambaran pengaruh *online customer review* terhadap *online repurchase intention*. Objek penelitian ini adalah *online repurchase intention* (X) dan *online customer review* (Y). Jenis penelitian yang digunakan adalah deskriptif verifikatif. Metode yang digunakan *simple random sampling* dengan ukuran sampel sebanyak 200 responden. Teknik analisis yang digunakan adalah analisis *Structure Equation Model* (SEM) dengan menggunakan program AMOS 22.0 *for Windows*. Hasil temuan penelitian ini menunjukkan bahwa *online customer review* memiliki pengaruh terhadap *online repurchase intention* yang berada kategori tinggi. Dimensi *usefulness of online reviews* dalam *online customer review* memberi kontribusi yang besar dalam membentuk *online repurchase intention*.

Kata kunci : *Online Travel Agent, Online Customer Review, Online Repurchase Intention*

ABSTRACT

Anisa Pujianti (1608022), “*The Influence of Online Customer Review on Online Repurchase Intention on Indonesian B2C Online Travel Agent Industry*”. the guidance of Dr. Lili Adi Wibowo, S.Pd., S.Sos., MM. and Lisnawati, S.Pd., MM.

The development of the internet now provides greater opportunities for the service industry in e-commerce, including in the travel industry. Some Indonesian online travel agent companies have succeeded in carrying out strategies that are able to generate intention and attract the attention of consumers to transact, but those that have only received little attention have been acquired by other companies. Online repurchase intentions can be created through online customer reviews. This study aims to determine the effect of online customer review on online repurchase intentions. The object of this research is online repurchase intention (X) and online customer review (Y). This type of research is descriptive verification. The method used is simple random sampling with a sample size of 200 respondents. The analysis technique used is the analysis of the Structure Equation Model (SEM) using the AMOS 22.0 for Windows program. The findings of this study indicate that online customer review has an influence on online repurchase intention which is in the high category. The dimensions of usefulness of online reviews in online customer reviews contribute greatly to forming online repurchase intentions.

Keywords: *Online Travel Agent, Online Customer Review, Online Repurchase Intention*

DAFTAR ISI

ABSTRAK	i
ABSTRACT	i
UCAPAN TERIMA KASIH	i
KATA PENGANTAR	i
DAFTAR ISI	i
DAFTAR TABEL	i
DAFTAR GAMBAR	i
BABI PENDAHULUAN	1
1.1 Latar Belakang Penelitian	1
1.2 Identifikasi Masalah	1
1.3 Rumusan Penelitian	1
1.4 Tujuan Penelitian	1
1.5 Kegunaan Penelitian	1
BAB II KAJIAN PUSTAKA, KERANGKA PEMIKIRAN DAN HIPOTESIS	1
2.1 Kajian Pustaka	1
2.1.1 Konsep <i>Online Repurchase Intention</i>	1
2.1.1.1 Konsep <i>Online Repurchase Intention</i> dalam <i>Consumer Behavior</i>	1
2.1.1.2 Definisi <i>Online Repurchase Intention</i>	1
2.1.1.3 Dimensi <i>Online Repurchase Intention</i>	1
2.1.1.4 Model <i>Online Purchase Intention</i>	1
2.1.2 Konsep <i>Online Customer Review</i>	1
2.1.2.1 Definisi <i>Online Customer Review</i>	1
2.1.2.2 Dimensi <i>Online Customer Review</i>	1
2.1.2.3 Model <i>Online Customer Review</i>	1
2.2 Penelitian Terdahulu	1
2.3 Kerangka Pemikiran	1
2.4 Hipotesis	1
BAB III OBJEK DAN METODOLOGI PENELITIAN	1
3.1 Objek Penelitian	1
3.2 Metode Penelitian	1
3.2.1 Jenis Penelitian dan Metode yang Digunakan	1
3.2.2 Operasional Variabel	1
3.2.3 Jenis dan Sumber Data	1
3.2.4 Populasi, Sampel dan Teknik Sampel	1
3.2.4.1 Populasi	1
3.2.4.2 Sampel	1
3.2.4.3 Teknik Pengambilan Sampel	1
3.2.5 Teknik Pengumpulan Data	1
3.2.6 Pengujian Validitas dan Reliabilitas	1
3.2.6.1 Hasil Pengujian Validitas	1
3.2.6.2 Pengujian Reliabilitas	1
3.2.7 Teknik Analisis Data	1

3.2.7.1	Teknik Analisis Data Deskriptif	1
3.2.7.2	Teknik Analisis Data Verifikatif	1
3.2.7.3	Pengujian Hipotesis	1
BAB IV HASIL PENELITIAN DAN PEMBAHASAN		1
4.1	Profil Perusahaan, Karakteristik dan Pengalaman Generasi Milenial Pengikut Instagram Resmi <i>Online Travel Agent</i> B2C Indonesia	1
4.1.1	Profil dan Sejarah Perusahaan <i>Online Travel Agent</i>	1
4.1.1.1	Profil dan Sejarah Tiket.com	1
4.1.1.2	Profil dan Sejarah Traveloka	1
4.1.1.3	Profil dan Sejarah Pegipegi	1
4.1.1.4	Profil dan Sejarah Nusatrip	1
4.1.1.5	Profil dan Sejarah Mister Aladin	1
4.1.2	Profil Generasi Milenial Pengikut Instagram Resmi <i>Online Travel Agent</i> B2C Indonesia Berdasarkan Identitas, Pengalaman dan Penilaian yang Dikaitkan dengan <i>Online Repurchase Intention</i>	1
4.1.2.1	Keterkaitan Tingkat <i>Online Repurchase Intention</i> Generasi Milenial Pengikut Instagram Resmi <i>Online Travel Agent</i> B2C Indonesia Berdasarkan Usia dan Jenis Kelamin	1
4.1.2.2	Keterkaitan <i>Online repurchase intention</i> Generasi Milenial Pengikut Instagram Resmi <i>Online Travel Agent</i> B2C Indonesia Berdasarkan Usia dan Status Pekerjaan	1
4.1.2.3	Keterkaitan <i>Online repurchase intention</i> Generasi Milenial Pengikut Instagram Resmi <i>Online Travel Agent</i> B2C Indonesia Berdasarkan Pendidikan Terakhir dan Status Pekerjaan	1
4.1.2.4	Keterkaitan <i>Online repurchase intention</i> Generasi Milenial Pengikut Instagram Resmi <i>Online Travel Agent</i> B2C Indonesia Berdasarkan Pendapatan/Uang Saku dan Status Pekerjaan	1
4.1.2.5	Keterkaitan <i>Online Repurchase Intention</i> Generasi Milenial Pengikut Instagram Resmi <i>Online Travel Agent</i> B2C Indonesia Berdasarkan Pendapatan/Uang Saku dan Lama Menggunakan <i>Online Travel Agent</i>	1
4.1.2.6	Keterkaitan <i>Online Repurchase Intention</i> Generasi Milenial Pengikut Instagram Resmi <i>Online Travel Agent</i> B2C Indonesia Berdasarkan Tujuan dan Lama Menggunakan <i>Online Travel Agent</i>	1
4.1.2.7	Keterkaitan <i>Online Repurchase Intention</i> Generasi Milenial Pengikut Instagram Resmi <i>Online Travel Agent</i> B2C berdasarkan Tujuan dan Layanan yang Sering Digunakan	1

4.1.2.8	Keterkaitan <i>Online Repurchase Intention</i> Generasi Milenial Pengikut Instagram Resmi <i>Online Travel Agent</i> B2C Indonesia Berdasarkan Penyedia <i>Online Travel Agent</i> dan Layanan yang Sering Digunakan.....	1
4.1.2.9	Keterkaitan <i>Online Repurchase Intention</i> Generasi Milenial Pengikut Instagram Resmi <i>Online Travel Agent</i> B2C Indonesia Berdasarkan Sumber Membaca <i>Review</i> dan Penyedia <i>Online Travel Agent</i>	1
4.1.2.10	Alasan Memesan dan Menggunakan <i>Online Travel Agent</i> Dibanding <i>Travel Agent</i> Konvensional.....	1
4.2	Hasil Pengujian Deskriptif.....	1
4.2.1	Tanggapan Generasi Milenial Pengikut Instagram Resmi <i>Online Travel Agent</i> B2C Indonesia Mengenai <i>Online Repurchase Intention</i>	1
3.2.1.1	Tanggapan Generasi Milenial Pengikut Instagram Resmi <i>Online Travel Agent</i> B2C Indonesia terhadap Dimensi <i>Mind Exploratif</i>	1
3.2.1.2	Tanggapan Generasi Milenial Pengikut Instagram Resmi <i>Online Travel Agent</i> B2C Indonesia terhadap Dimensi <i>Mind Prefensial</i>	1
3.2.1.3	Tanggapan Generasi Milenial Pengikut Instagram Resmi <i>Online Travel Agent</i> B2C Indonesia terhadap Dimensi <i>Mind Transaksional</i>	1
3.2.1.4	Tanggapan Generasi Milenial Pengikut Instagram Resmi <i>Online Travel Agent</i> B2C Indonesia terhadap Dimensi <i>Mind Refrensial</i>	1
4.2.2	Tanggapan Generasi Milenial Pengikut Instagram Resmi <i>Online Travel Agent</i> B2C Indonesia Mengenai <i>Online Customer Review</i>	1
4.2.2.1	Tanggapan Generasi Milenial Pengikut Instagram Resmi <i>Online Travel Agent</i> B2C Indonesia terhadap Dimensi <i>Usefulness of Online Reviews</i>	1
4.2.2.2	Tanggapan Generasi Milenial Pengikut Instagram Resmi <i>Online Travel Agent</i> B2C Indonesia terhadap Dimensi <i>Timeliness of Online Reviews</i>	1
4.2.2.3	Tanggapan Generasi Milenial Pengikut Instagram Resmi <i>Online Travel Agent</i> B2C Indonesia terhadap Dimensi <i>Positive Valance of Online Reviews</i>	1
4.2.2.4	Tanggapan Generasi Milenial Pengikut Instagram Resmi <i>Online Travel Agent</i> B2C Indonesia terhadap Dimensi <i>Volume of Online Reviews</i>	1
4.3	Hasil Pengujian Asumsi dan Hipotesis.....	1
4.3.1	Uji Asumsi <i>Structural Equation Model</i>	1
4.3.1.1	Ukuran Sampel.....	1

4.3.1.2	Normalitas Data	1
4.3.1.3	<i>Outliers</i> Data	1
4.3.1.4	Multikolinearitas	1
4.3.2	Pengujian Structural Equation Model	1
4.3.2.1	Spesifikasi Model (<i>Model Specification</i>)	1
4.3.2.2	Identifikasi Model (<i>Model Identification</i>)	1
4.3.2.3	Estimasi (<i>Estimation</i>)	1
4.3.2.4	Uji Kecocokan Model (<i>Model Testing Fit</i>)	1
4.3.2.5	Respesifikasi Model (<i>Model Respesification</i>)	1
4.3.3	Pengujian Hipotesis	1
4.4	Pembahasan Penelitian	1
4.4.1	Pembahasan Gambaran <i>Online repurchase intention</i>	1
4.4.2	Pembahasan Gambaran <i>Online Customer Review</i>	1
4.4.3	Pembahasan Pengaruh <i>Online Customer Review</i> Terhadap <i>Online repurchase intention</i>	1
4.5	Temuan dan Implikasi Hasil Penelitian Pengaruh <i>Online Customer Review</i> terhadap <i>Online repurchase intention</i> pada Program Studi Pendidikan Bisnis	1
4.5.1	Temuan Penelitian Bersifat Teoritis	1
4.5.2	Temuan Penelitian Bersifat Empiris	1
4.5.3	Implikasi Hasil Penelitian Pengaruh <i>Online Customer Review</i> terhadap <i>Online repurchase intention</i> pada Program Studi Pendidikan Bisnis	1
BAB V KESIMPULAN DAN REKOMENDASI		1
5.1	Kesimpulan	1
5.2	Rekomendasi	1
DAFTAR PUSTAKA		1

DAFTAR PUSTAKA

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