MODEL *ELECTRONIC WORD OF MOUTH* DALAM PENCIPTAAN *E-PURCHASE DECISION* PADA *MARKET PLACE* DI INDONESIA
(Survei Keperilakuan pada Masa COVID-19)

Disertasi

Diajukan untuk memenuhi sebagian syarat untuk memperoleh
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ABSTRAK

Citra Savitri, NIM 1804325 Model *Electronic Word of Mouth* dalam Penciptaan *e-Purchase Decision* Pada *Market Place* di Indonesia (Survei Keperilakuan Pada Masa COVID-19); dibawah bimbingan Promotor: Prof. Dr. Hj. Ratih Hurriyati M.P., Ko-Promotor: Dr. Lili Adi Wibowo S.Pd., S.Sos., M.M. dan Anggota : Dr. Heny Hendrayati S.IP., M.M.

Kebijakan Pemerintah dalam penanganan pandemi COVID-19 membawa dampak pada perekonomian seluruh negara khususnya Indonesia. Meskipun perkembangan *e-commerce* dan jumlah *market place* terus meningkat ternyata tidak mampu untuk bersaing dengan sejumlah retail *online* di tingkat Asia. Tujuan penelitian ini untuk mengukur bagaimana pengaruh *eWOM Information Quality, eWOM Information Credibility, eWOM Information Usefullness, attitude toward eWOM Information, eWOM Information adaption, e-purchase decision* pada *market place* yang ada di Indonesia. Penelitian ini menggunakan metode deskriptif verifikatif dengan analisis data menggunakan *Structural Equation Modeling* (SEM) AMOS secara statistik. Unit analisis pada penelitian ini adalah pembeli produk fesyen di *market place* yang ada di Indonesia jenis kelamin perempuan dan status menikah dengan jumlah responden sebanyak 460. Teknik pengambilan sampel yang digunakan adalah *propotional random sampling.* Hasil penelitian berupa model yang berimplikasi pada peningkatan *e-purchase decision* secara positif dan sginifikan. Sedangkan kebaruan (novelty) dari penelitian ini dengan ditemukannya model *electronic word of mouth* dalam meningkatkan *e-purchase* serta hasil pengujian empiris bahwa *eWOM Information Quality, eWOM Information Credibility* dan *Attitude Toward eWOM Information* melalui variabel intervening *eWOM Information Usefullness* memberikan pengaruh signifikan. Peningkatan melalui *eWOM Information Usefullness* dan *eWOM Information adaption* merupakan unsur pendukung pelaku usaha dalam meningkatkan *e-Purchase Decision.*

Kata kunci: *eWOM Information Quality, eWOM Information Credibility, Attitude toward eWOM Information, eWOM Information Usefullness, eWOM Information Adaption, e-purchase decision, market place.*

ABSTRACT

Citra Savitri, NIM 1804325 Electronic Word of Mouth Model in the Creation of e-Purchase Decision at Market Place di Indonesia (Behavioral Survey During COVID-19); Under the guidance of Promotor: Prof. Dr. Hj. Ratih Hurriyati MP., Co-Promotor: Dr. Lili Adi Wibowo S.Sos., SE., MM. and Member : Dr. Heny Hendrayati S.IP.,MM.

Government policies in handling the COVID-19 pandemic have had an impact on the economy of all countries, especially Indonesia. Although the development of e-commerce and the number of market places continues to increase, it is not able to compete with a number of online retailers at the Asian level. The purpose of this research to measure how influence of eWOM Information Quality, eWOM Information Credibility, attitude toward eWOM Information, eWOM Information Usefullness, eWOM Information adaption, e-purchase decision at market place in Indonesia. This study used a descriptive verifikatif method with statistical data analysis using Structural Equation Modeling (SEM) AMOS. The unit of analysis in this study is the buyer of fashion products in the market in Indonesia, female gender and marital status with a total of 460 respondents. The sampling technique used is proportional random sampling. The result of the study are in form of a model that has implications for increasing e-purchase decision positif and significantly. The novelty of this research is the discovery of a electronic word of mouth model in increasing e-purchase decision and the result of empirical test that eWOM Quality, eWOM Information Credibility and attitude toward eWOM Information through the intervening variabel eWOM Information Usefullness have a significant effect. Improvement through eWOM information Usefulness and eWOM Information Adaption is supporting element for business to improving e-purchase decision.

Keyword: *eWOM Information Quality, eWOM Information Credibility, attitude toward eWOM Information, eWOM Information Usefullness, eWOM Information adaption, e-purchase decision, market place.*

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