

ABSTRAK

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PENGARUH *ELECTRONIC WORD OF MOUTH (EWOM) CHARACTERISTICS* PADA *ONLINE REPURCHASE INTENTION* DIMEDIASI OLEH *PERCEIVED USEFULNESS* (STUDI PENGGUNA APLIKASI SOCIOLLA DI JABODETABEK)

Dengan berkembangnya teknologi yang memudahkan konsumen untuk melakukan proses pembelian, Indonesia ikut dalam mengembangkan dalam bidang *e-commerce*. Sociolla hadir di Indonesia dalam memenuhi keinginan konsumen dalam pembelian *beauty product*. Penelitian ini bertujuan untuk menganalisa 3 variabel *independent* yaitu *EWOM quality*, *credibility*, dan *quantity* terhadap *repurchase intention* yang dimediasi oleh *perceived usefulness*. Penelitian ini menggunakan pendekatan kuantitatif yang dimana akan disebarluaskan kuisioner kepada responden yang memenuhi kriteria penelitian ini. Sampel terdiri dari 209 responden yang merupakan pengguna Sociolla di daerah Jabodetabek. Penelitian ini diuji menggunakan SmartPLS 3.2.9 dan menyimpulkan bahwa *EWOM quality* berpengaruh positif terhadap *repurchase intention*, sedangkan *EWOM quantity* dan *credibility* tidak berpengaruh positif terhadap *repurchase intention*. *EWOM quantity* dan *quality* berpengaruh positif terhadap *perceived usefulness* sebagai mediasi dengan *repurchase intention*, sedangkan *EWOM credibility* tidak berpengaruh positif. *Perceived usefulness* sebagai mediasi berpengaruh secara positif terhadap *repurchase intention*. Terdapat implikasi manajerial pada penelitian ini, yaitu penting bagi perusahaan untuk meningkatkan dan mengembangkan kegunaan dari sebuah aplikasi sebagai alat untuk penyambung komunikasi antara *sellers* dan *buyers*. Selain itu, perusahaan juga dapat mempertahankan kinerja yang baik mengenai kuantitas *review* dan kredibilitas *review* konsumen terhadap produk yang ditawarkan.

Keywords: E-commerce, EWOM, Quality information, Quantity Information, Credibility Information, Repurchase Intention, Perceived Usefulness

ABSTRACT

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“THE EFFECT OF ELECTRONIC WORD OF MOUTH (EWOM) CHARACTERISTICS ON ONLINE REPURCHASE INTENTION DIMEDIATION BY PERCEIVED USEFULNESS (STUDY OF SOCIOLLA APPLICATION USERS IN JABODETABEK)”

With the development of technology that makes it easier for consumers to carry out the shopping process, Indonesia is participating in developing in the field of e-commerce. Sociolla is present in Indonesia to fulfill consumer desires in purchasing beauty products. This study aims to analyze 3 independent variables, namely EWOM quality, credibility, and quantity on repurchase intention mediated by perceived usefulness. This study uses a quantitative approach which will distribute questionnaires to respondents who meet the criteria of this study. The sample consists of 209 respondents who are Sociolla users in Jabodetabek area. This study was tested using SmartPLS 3.2.9 and concluded that EWOM quality had a positive effect on repurchase intention, while EWOM quantity and credibility had no positive effect on repurchase intention. EWOM quantity and quality have a positive effect on perceived usefulness as a mediation with repurchase intention, while EWOM credibility does not have a positive effect. Perceived usefulness as a mediation has a positive effect on repurchase intention. There are managerial implications in this research, namely it is important for companies to improve and develop the usability of an application as a means of communication between sellers and buyers. In addition, the company can also maintain good performance regarding the quantity of reviews and the credibility of consumer reviews of the products offered.

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