

ABSTRAK

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PENGARUH *ELECTRONIC WORD OF MOUTH ENGAGEMENT* TERHADAP *PURCHASE INTENTION* PADA SCARLETT DALAM *SOCIAL COMMERCE*

(xvi + 174 halaman: 8 gambar; 41 tabel; 5 lampiran)

Pada penelitian ini bertujuan untuk menganalisis pengaruh positif dari *Information Quality*, *Information Credibility*, *Website Quality*, *Innovativeness*, *Social Support*, dan *Attitude Towards e-WOM* terhadap *E-WOM Engagement*. Serta, pengaruh positif dari *Attitude Towards e-WOM* dan *E-WOM Engagement* terhadap *Purchase Intention*. Pelanggan saat ini mempunyai kecenderungan untuk saling bertukar informasi, baik informasi tersebut berupa hal yang positif ataupun negatif melalui pemanfaatan internet yang disebut sebagai *Electronic word of mouth* (e-WOM). Selain itu, e-WOM dapat memberikan keuntungan untuk para pelaku usaha dalam menarik *purchase intention* pelanggan lainnya, dimana pelanggan yang sudah pernah melakukan pembelian dapat dimanfaatkan untuk menghasilkan suatu konten dalam menyebarkan e-WOM mengenai pengalaman mereka, berbagi informasi hingga berkomunikasi untuk menarik *purchase intention* pelanggan lainnya. Untuk itu, penelitian ini akan menganalisis mengenai apa yang menjadi penentu dan mendorong pelanggan dalam *E-WOM Engagement*, sehingga dapat meningkatkan *Purchase Intention* pada produk Scarlett di Instagram. Penelitian ini menggunakan metode *purposive sampling – judgment sampling* untuk mengumpulkan data dengan kuesioner sebagai alat penelitian dan sampel yang didapatkan sebanyak 239 responden. Metode pengolahan data menggunakan program SmartPLS 3.2.9. Hasil penelitian menyimpulkan bahwa *Website Quality*, *Social Support*, dan *Attitude Towards e-WOM* memberikan pengaruh positif terhadap *E-WOM Engagement*. Sedangkan, *Information Quality*, *Information Credibility* dan *Innovativeness* tidak memberikan pengaruh positif terhadap *E-WOM Engagement*. Serta, *Attitude Towards e-WOM* dan *E-WOM Engagement* memberikan pengaruh positif terhadap *Purchase Intention*.

Referensi: 51 (2003 -2022)

Kata Kunci: *Engagement*, *Electronic word of mouth* (e-WOM), Instagram, *Purchase Intention*, Scarlett, *Social commerce*.

ABSTRACT

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PENGARUH *ELECTRONIC WORD OF MOUTH* ENGAGEMENT TERHADAP *PURCHASE INTENTION* PADA SCARLETT DALAM *SOCIAL COMMERCE*

(xvi + 174 pages: 8 pictures; 41 tables; 5 appendix)

The purpose of this study is to analyze positive influence of Information Quality, Information Credibility, Website Quality, Innovativeness, Social Support, and Attitude Towards e-WOM on E-WOM Engagement. Also, positive influence of Attitude Towards e-WOM and E-WOM Engagement on Purchase Intention. At this time, customers have a tendency to exchange information, whether the information is in the form of positive or negative things through the use of the internet which is known as Electronic word of mouth (e-WOM). In addition, e-WOM can provide benefits for business actors to attract other customers' purchase intentions, customers who have already made purchases can be used to produce content to disseminate e-WOM about their experiences, sharing information to attract other customers' purchase intentions by communication. For this reason, this study will analyze what determines and encourages customers in E-WOM Engagement, so it helps to increase Purchase Intention for Scarlett products on Instagram. The data were collected using purposive sampling - judgement sampling with a questionnaires and the total sample obtained is 239 respondents. The data were analyzed using SmartPLS 3.2.9 program. The findings of the study indicates that Website Quality, Social Support, and Attitude Towards e-WOM have a positive influence on E-WOM Engagement, while Information Quality, Information Credibility and Innovativeness have no positive effect on E-WOM Engagement. Also, Attitude Towards e-WOM and E-WOM Engagement have a positive influence on Purchase Intention.

Reference: 51 (2003 -2022)

Keywords: *Engagement, Electronic word of mouth (e-WOM), Instagram, Purchase Intention, Scarlett, Social commerce.*