

ABSTRAK

Marine Novita (01619210035) :

PENGARUH SITE REPUTATION, INFORMATION QUALITY, CUSTOMER TRUST, QUSTOMER SATISFACTION DAN LOYALITAS PELANGGAN TERHADAP REPURCHASE INTENTION DAN WOM INTENTION DI RUMAH.COM

Tujuan dari penelitian ini adalah untuk menganalisis faktor faktor yang mempengaruhi Repurchase Intention dan Word of Mouth Intention di website Rumah.com

Sampel dalam studi ini adalah mereka yang tinggal di wilayah Indonesia, terdapat 418 responden yang menjawab telah mengetahui website Rumah.com dan 378 responden yang menjawab telah melakukan pembelian atau penyewaan lewat Rumah.com

Data tersebut kemudian diproses lebih lanjut menggunakan SmartPLS untuk melakukan uji reliabilitas dan uji validitas, evaluasi outer dan inner model.

Hasil penelitian menunjukkan bahwa Site reputation berpengaruh positif terhadap Customer Trust dan Customer satisfaction dimana Customer Trust berpengaruh positif terhadap Customer Loyalty, Repurchase Intention dan WOM Intention, demikian juga dengan Information Quality berpengaruh positif terhadap Customer Turst dan dan Custiomer Satisfaction, Customer Satisfaction berpengaruh positif terhadap Customer Trust, Repurchase Intention dan WOM Intention. Dari hasil ini bisa di lihat untuk meningkatkan Repurchase Intention dan WOM Intention, Rumah.com harus mempertahankan dan meningkatkan Site Reputation dan Information Quality. Misalnya dengan cara membangun reputasi yang baik, menyediakan informasi yagn akurat, Melakukan kampanye pemasaran agar masyarakat familiar dengan nama Rumah.com, membangun brand image yang baik, memberikan informasi yang akurat dan dapat diandalkan terkait dengan Property yang diminati oleh Konsumen untuk di beli ataupun di sewa.

Referensi : 120 (2011 - 2021)

Kata Kunci : Reputasi, Kepercayaan, Informasi, Kualitas, Kepuasan, Pelanggan Online, Loyalitas, Rumah, Properti, Pembelian.

ABSTRACT

Marine Novita (01619210035) :

THE INFLUENCE OF SITE REPUTATION, INFORMATION QUALITY, CUSTOMER TRUST, CUSTOMER SATISFACTION AND CUSTOMER LOYALTY ON REPURCHASE INTENTION AND WOM INTENTION IN RUMAH.COM

This research aims to analyze the factors influencing Repurchase Intention and WOM Intention on Rumah.com's website. The sample in this study were those who live in the territory of Indonesia, there were 418 respondents who answered that they knew the Rumah.com website and 378 respondents who answered that they had purchased or rented through Rumah.com.

The data is then further processed using SmartPLS to perform reliability and validity tests and evaluate the outer and inner models.

The results showed that Site Reputation has a positive effect on Customer Trust and Customer satisfaction where Customer Trust has a positive effect on Customer Loyalty, Repurchase Intention and WOM Intention, as well as Information Quality has a positive effect on Customer Engagement and Customer Satisfaction, Customer Satisfaction has a positive effect on Customers Trust, Repurchase Intention and WOM Intention. From these results it can be seen that to increase Repurchase Intention and WOM Intention, Rumah.com must maintain and improve Site Reputation and Information Quality. For example by building a good reputation, providing accurate information, conducting marketing campaigns so that people are familiar with the name Rumah.com, building a good brand image, providing accurate and reliable information related to the property that consumers are interested in buying or renting.

Referensi : 114 (2011 - 2021)

Key Words : Reputation, Trust, Information, Quality, Satisfaction, Online, Customers, Loyalty, House, Property, Purchase