ABSTRAK

Pada era yang semakin modern dan serba instan, masyarakat menemukan cara yang semakin praktis dan mudah dalam berkomunikasi, yaitu melalui internet. Internet juga menjadi sebuah terobosan baru untuk membantu melakukan segala sesuatu secara lebih efektif dan efisien, termasuk kegiatan belanja. *E-commerce* kini telah mewabah di Indonesia dengan varian kategori produk dan *marketplace* yang beraneka ragam, seperti Bukalapak, Shopee, Lazada, Tokopedia, dll. Agar dapat bertahan dalam persaingan bisnis *e-commerce,* penting bagi *marketplace* untuk dapat menciptakan *Word-of-Mouth* yang positif dari para penggunanya.

Penelitian ini ditujukan untuk menganalisa pengaruh variabel *Perceived Website Quality, Social Influence and Recommendation, Experience,* dan *Credibility* terhadap *Performance Expectancy*; pengaruh variabel *Performance Expectancy* terhadap *Customer Satisfaction*; pengaruh variabel *Performance Expectancy* dan *Customer Satisfaction* terhadap *Trust*; dan pengaruh variabel *Performance Expectancy, Trust,* dan *Customer Satisfaction* terhadap *Word-of-Mouth* dalam upaya untuk meningkatkan *Word-of-Mouth* yang positif dari para pengguna Tokopedia di Surabaya. Sampel yang digunakan dalam penelitian ini yaitu pengguna situs Tokopedia yang berusia 17-55 tahun baik pria maupun wanita, berdomisili di Surabaya, pernah melakukan pembelian secara *online* melalui situs Tokopedia dalam enam bulan terakhir, pernah mengakses *online review* melalui situs Tokopedia dalam enam bulan terakhir, dan pernah melakukan *Word-of-Mouth* tentang situs Tokopedia kepada orang sekitar. Penelitian ini menggunakan 125 responden dan SPSS 22.0 untuk mengolah data.

Hasil penelitian menunjukkan bahwa *Performance Expectancy* terhadap *Customer Satisfaction* memiliki koefisien regresi paling tinggi dengan nilai 0.594, *Performance Expectancy* terhadap *Trust* memiliki koefisien regresi paling tinggi kedua dengan koefisien regresi sebesar 0.525, hubungan antara *Credibility* terhadap *Performance Expectancy* memiliki koefisien regresi paling tinggi ketiga dengan koefisien regresi sebesar 0.428, hubungan antara *Trust* terhadap *Word-of-Mouth* memiliki koefisien regresi paling tinggi keempat dengan koefisien regresi sebesar 0.317, hubungan antara *Social Influence and Recommendation* terhadap *Performance Expectancy* memiliki koefisien regresi paling tinggi kelima dengan koefisien regresi sebesar 0.239, hubungan antara *Perceived Website Quality* terhadap *Performance Expectancy* memiliki koefisien regresi paling tinggi keenam dengan koefisien regresi sebesar 0.233, hubungan antara *Customer Satisfaction* terhadap *Word-of-Mouth* memiliki koefisien regresi paling tinggi ketujuh dengan koefisien regresi sebesar 0.215, hubungan antara *Performance Expectancy* terhadap *Word-of-Mouth* memiliki koefisien regresi paling tinggi kedelapan dengan koefisien regresi sebesar 0.194, hubungan antara *Experience* terhadap *Performance Expectancy* memiliki koefisien regresi paling tinggi kesembilan dengan koefisien regresi sebesar 0.072, dan hubungan antara *Customer Satisfaction* terhadap *Trust* memiliki koefisien regresi paling rendah dengan koefisien regresi sebesar 0.057.

Kata Kunci: *Perceived Website Quality, Social Influence and Recommendation, Experience, Credibility, Performance Expectancy, Customer Satisfaction, Trust,* **dan** *Word-of-Mouth.*

ABSTRACT

In this modern era, people find a way which is more practical and easy to communicate and that's through internet. Internet becomes a breakthrough to help people do things more effectively and efficiently, including shopping. Now, e-commerce or online shopping has become an epidemic in Indonesia with varied product categories and marketplaces, such as Bukalapak, Shopee, Lazada, Tokopedia, etc. In order to survive in this competitive e-commerce business, it's important for marketplace to be able to create a positive Word-of-Mouth from its users.

This study aims to analyze the effect of Perceived Website Quality, Social Influence and Recommendation, Experience, and Credibility on Performance Expectancy; Performance Expectancy on Customer Satisfaction; Performance Expectancy and Customer Satisfaction on Trust; and lastly, the effect of Performance Expectancy, Trust, and Customer Satisfaction on Word-of-Mouth in an effort to improve the users' positive Word-of-Mouth of Tokopedia in Surabaya. The sample used in this study are Tokopedia users who's aged 17-55 years old, both men and women, domicile in Surabaya, have made purchases online through Tokopedia in the last six months, and have done Word-of-Mouth about Tokopedia. This study used 125 respondents and SPSS 22.0 to process the data.

The results showed that Performance Expectancy has the highest regression coefficient on Customer Satisfaction with the value of 0.594, Performance Expectancy has the second highest regression coefficient on Trust with value of 0.525, Credibility has the third highest regression coefficient on Performance Expectancy with value of 0.428, Trust has the fourth highest regression coefficient on Word-of-Mouth with value of 0.317, Social Influence and Recommendation has the fifth highest regression coefficient on Performance Expectancy with value of 0.239, Perceived Website Quality has the sixth highest regression coefficient on Performance Expectancy with value of 0.233, Customer Satisfaction has the seventh highest regression coefficient on Word-of-Mouth with value of 0.215, Performance Expectancy has the eighth highest regression coefficient on Word-of-Mouth with value of 0.194, Experience has the ninth highest regression coefficient on Performance Expectancy with value of 0.072, and lastly, Customer Satisfaction has the lowest regression coefficient on Trust with value of 0.057.

Keywords: Perceived Website Quality, Social Influence and Recommendation, Experience, Credibility, Performance Expectancy, Customer Satisfaction, Trust, and Word-of-Mouth.