

ABSTRAK

Desceria Putri Suanta (00000024638)

PENGARUH *ELECTRONIC WORD OF MOUTH* (eWOM) OLEH *FOOD BLOGGERS* DI SOSIAL MEDIA INSTAGRAM TERHADAP KEPUTUSAN PEMBELIAN DENGAN METODE *STRUCTURAL EQUATION MODELING* (SEM)

Skripsi, Fakultas Sains dan Teknologi (2020).

(viii + 86 halaman; 19 tabel; 16 gambar; 3 lampiran)

Food bloggers merupakan orang yang membagikan informasi dan *review* tentang makanan, minuman, restoran atau *café*. Informasi dan *review* yang dibagikan oleh *food bloggers* haruslah mempunyai kredibilitas yang baik karena berpengaruh terhadap perilaku konsumen untuk melakukan pembelian. Metode yang digunakan dalam penelitian ini adalah *Structural Equation Modeling* (SEM) dengan bantuan program MPlus. *Structural Equation Modeling* (SEM) merupakan teknik analisis multivariat yang menggunakan model untuk menganalisis hubungan antar variabel yang satu dengan variabel lainnya. Survei dalam penelitian ini melibatkan 156 orang yang kemudian dianalisis untuk menghasilkan model untuk membentuk hubungan antar variabel laten *Trust*, *Perceived Usefulness*, *Attitude Towards Information* yang kemudian akan dihubungkan ke niat perilaku para konsumen untuk mengikuti rekomendasi (*Behavioral Intention to Follow*).

Dalam penelitian ini terdapat 4 variabel laten dan 16 variabel teramati. Tahap analisis SEM yaitu *model specification*, *model identification*, *model estimation*, *model testing fit*, dan *model respecification* telah dilakukan. Dalam penelitian ini *model respecification* dilakukan sebanyak dua kali dan diperoleh *overall model fit* dengan hasil $\chi^2 = 114,106$, *Normed χ^2* = 1,426, RMSEA = 0,052, SRMR = 0,049, CFI = 0,981, dan TLI = 0,976. Uji kecocokan model struktural dan pengukuran juga menghasilkan nilai yang signifikan dan menunjukkan kecocokan yang baik. Hasil penelitian menunjukkan bahwa promosi menggunakan *electronic word of mouth* (eWOM) yang dilakukan oleh *food bloggers* melalui sosial media Instagram dapat mempengaruhi keputusan pembelian konsumen.

Kata kunci : *Structural Equation Modeling*, SEM, *Electronic word of mouth* (eWOM), *Food Bloggers*, MPlus.

Referensi : 27 (1973-2019)

ABSTRACT

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PENGARUH *ELECTRONIC WORD OF MOUTH* (eWOM) OLEH *FOOD BLOGGERS* DI SOSIAL MEDIA INSTAGRAM TERHADAP KEPUTUSAN PEMBELIAN DENGAN METODE *STRUCTURAL EQUATION MODELING* (SEM)

Thesis, Faculty of Science and Technology (2020).

(viii + 86 pages, 19 tables, 16 figures, 3 appendix)

Food bloggers can be classified as individuals that share and provide information and reviews regarding food, drinks, restaurants and cafes. The information and reviews that are provided and shared by food bloggers must possess a level of credibility, due to how influential and impactful the information is towards consumer buying behavior. The method that will be used in this research project is Structural Equation Modeling (SEM), it will be aided by the MPlus statistical program. Structural Equation Modeling is a multivariate statistical analysis technique that utilizes a model to analyze the relationships between one variable and another. The survey used within this research project involves 156 participants, the surveys will then be analyzed in accordance with the model in order to display a relationship between the latent variables of Trust, Perceived Usefulness and Attitude Towards Information. These latent variables will then be connected to the variable of Behavioural Intention to Follow.

Within this research study there are 4 latent variables and 16 observed variables. Within the Structural Equation Modeling stage, model specification, model identification, model estimation, model testing fit and model respecification was conducted. Within this research project model respecification was conducted twice and the results were obtained through an overall model fit that indicated $\chi^2 = 1,426$, RMSEA = 0,052, SRMR = 0,049, CFI = 0,981, and TLI = 0,976. The structural and measurement model fit also represented significant values and a good fit. In lieu, results from this research study highlight how the promoting of food bloggers through the medium of electronic word of mouth (eWOM) on the social media platform Instagram influence the purchasing decisions of consumers.

Keywords : Structural Equation Modeling, SEM, Electronic word of mouth (eWOM), Food Bloggers, MPlus.

Reference : 27 (1973-2019)