ANALISIS PENGARUH INFORMASI *ELECTRONIC WORD-OF-MOUTH (E-WOM)* TERHADAP KEPUTUSAN PEMBELIAN PRODUK PADA *FOLLOWERS AUTO BASE* TWITTER @OHMYBEAUTYBANK

ABSTRAK

Pada era informasi yang serba digital, informasi menjadi sesuatu yang sangat penting. Ketidaktahuan akan kualitas dan manfaat dari suatu produk merupakan masalah utama sebelum melakukan transaksi. *Electronic Word-of-Mouth* (e-WOM) sebagai cara baru berkomunikasi antar pelanggan, pada prosesnya terjadi pertukaran informasi mengenai sebuah produk, merek, atau layanan yang dibuat oleh pelanggan maupun calon pelanggan yang tersedia secara publik di internet. Tujuan dari penelitian ini adalah untuk mengukur pengaruh e-WOM terhadap keputusan pembelian produk perawatan dan riasan pada followers auto base twitter @ohmybeautybank menggunakan karakteristik informasi dari *Information Acceptance Model* (IACM). Variabel yang digunakan didalam penelitian yaitu e-WOM (X1), serta karakteristik dari informasi yaitu *Information Quality* (X2), *Information Credibility* (X3), *Needs of Information* (X4), *Attitudes Towards Information* (X5), *Information Usefulness* (X6), *Information Adoption* (X7), dan pengaruhnya terhadap *Purchase Intention* (Y1). Penelitian ini menggunakan pendekatan kuantitatif dengan teknik analisis SEM-PLS *Embedded Two Stage Approach*, serta dalam pengujiannya dibantu oleh *software* SmartPLS 3. Pengujian yang dilakukan di dalam penelitian ini terbagi menjadi 2 tahapan, yaitu pengujian *first stage* (*lowest order*) dan pengujian *second stage* (*highest order*). Dari hasil uji *path coefficient*, diperoleh bahwa jalur yang memiliki hubungan kuat antara konstruknya yaitu jalur *Information Usefulness* ke *Information Adoption*, dengan koefisien jalur sebesar 0.673. Sedangkan jalur yang memiliki hubungan paling lemah yaitu jalur *Information Credibility* ke *Information Usefulness*, dengan koefisien jalur sebesar 0.060. Kemudian melalui uji signifikansi, dari 9 hipotesis yang disusun, terdapat 3 hipotesis yang ditolak. Dari perhitungan *R-square* dapat disimpulkan bahwa variabel *Purchase Intention* dipengaruhi secara simultan oleh variabel penyusunnya sebesar 71.5%.

Kata Kunci: *Electronic word-of-mouth, Information Acceptance Model, Purchase Intention, SEM-PLS, Embedded Two Stage Approach*

AN ANALYSIS OF THE INFLUENCE OF ELECTRONIC WORD-OF-MOUTH (E-WOM) INFORMATION ON PRODUCT PURCHASE DECISIONS ON THE FOLLOWERS OF @OHMYBEAUTYBANK TWITTER AUTO BASE

ABSTRACT

In the era where information can be found in digital form, information becomes something that is very important. Unawareness of the quality and benefit of a product is a major problem before making a transaction. Electronic Word-of-Mouth (e-WOM) as a new way of communicating between customers. In its process, there is an exchange of information regarding a product, brand, or service, created by the customers or potential customers that is publicly available on the internet. This study aims to measure the influence of e-WOM toward the purchasing decision for care and make up products on the followers of @ohmybeautybank Twitter Auto Base by using the characteristics of the information from Information Acceptance Model (IACM). The variables used in this study were e-WOM (X1) as well as the characteristics of the information, such as Information Quality (X2), Information Credibility (X3), Needs of Information (X4), Attitudes Towards Information (X5), Information Usefulness (X6), Information Adoption (X7), and its influence on Purchase Intention (Y1). This study used a quantitative approach with the implementation of SEM-PLS Embedded Two Stage Approach analysis technique, and the testing process was assisted by SmartPLS 3 software. The test conducted in this study was divided into 2 stages, they were first stage testing (lowest order) and second stage testing (highest order). The result of the path coefficient test showed that the path which had a strong link between the constructs was the Information Usefulness to Information Adoption path, with a path coefficient of 0.673. On the other hand, the path that had the weakest link was Information Credibility to Information Usefulness path with a path coefficient of 0.060. Then, through the significance test, from the 9 hypotheses made, 3 hypotheses were rejected. Based on the R-square calculation, it could be concluded that the Purchase Intention variable was simultaneously influenced by its constituent variables by 71.5%.

Keywords: Electronic Word-of-Mouth, Information Acceptance Model, Purchase Intention, SEM-PLS, Embedded Two Stage Approach