

INTISARI

Tujuan riset ini adalah untuk mengetahui pengaruh getok tular daring sesama pelanggan pada niat beli pelanggan. Model riset terdiri atas variabel persepsi keinformatifan, persepsi persuasif, keahlian sumber, kepercayaan terhadap sumber, kegunaan, kredibilitas, adopsi informasi, dan niat beli.

Selanjutnya. Pengambilan sampel dalam riset ini menggunakan *non-probability* dengan teknik *purposive sampling*. Ukuran sampel sebanyak 257 responden. Teknik pengumpulan data pada riset ini menggunakan kuesioner yang didistribusikan secara daring sesuai dengan kriteria yaitu pengunjung laman media informasi yang memberikan informasi dan mewadahi ulasan yang membahas produk kosmetik khususnya produk perawatan kulit, namun belum pernah melakukan pembelian produk perawatan kulit setelah membaca ulasan yang terdapat pada laman tersebut.

Metode analisis data yang digunakan adalah *Structural Equation Modeling* (SEM). Temuan dari penelitian ini menunjukkan bahwa persepsi keinformatifan dan persepsi persuasif berpengaruh pada kegunaan, sedangkan keahlian sumber dan kepercayaan terhadap sumber tidak berpengaruh pada kegunaan. Selain itu, persepsi persuasif, keahlian sumber dan kepercayaan terhadap sumber berpengaruh pada kredibilitas. Kegunaan dan kredibilitas berpengaruh pada adopsi informasi. Serta, adopsi informasi memediasi hubungan antara kegunaan dan kredibilitas pada niat beli.

Kata kunci: Persepsi Keinformatifan, Persepsi Persuasif, Keahlian Sumber, Kepercayaan Terhadap Sumber, Kegunaan, Kredibilitas, Adopsi Informasi, Niat Beli.

ABSTRACT

The purpose of this research is to determine the influence of C2C eWOM using information persuasion in reference to purchase intention. The research model consists of perceived informativeness, perceived persuasiveness, source expertise, source trustworthiness, usefulness of eWOM, credibility of eWOM, information adoption, and purchase intention

The research model consists of perceived informativeness, perceived persuasiveness, source expertise, source trustworthiness, perceived usefulness, credibility, eWOM adoption, and purchase intention. Sampling method in this research is non-probability with purposive sampling technique. The size of samples were 257 respondents. Data collection techniques in this research is a questionnaire that was distributed online in accordance with predetermined criteria, namely visitors to information media pages that provide information and accommodate reviews that discuss cosmetic products, especially skin care products, but have never purchased skin care products after reading the reviews on that page.

This research adopted Structural Equation Modeling (SEM) for data analysis method. Findings from this study reveal that perceived informativeness and perceived persuasiveness are adequate predictors of the usefulness of eWOM, whereas source expertise and source trustworthiness are inadequate predictors of usefulness of eWOM. Additionally, perceived persuasiveness, source expertise, source trustworthiness are adequate predictors of the credibility. It was found that perceived usefulness and credibility together increase the adoption of an eWOM, and eWOM adoption has a mediating role in the influence of usefulness and credibility on consumer purchase intention.

Keywords: *Perceived Informativeness, Perceived Persuasiveness, Source Expertise, Source Trustworthiness, Usefulness of eWOM, Credibility of eWOM, eWOM Adoption, Purchase Intention*