

## INTISARI

Penelitian ini bertujuan untuk mengetahui peran getok tular daring yang ada di laman ulasan dalam mempengaruhi keputusan pembelian konsumen. Laman ulasan yang menjadi objek penelitian ini adalah Female Daily dan Sociolla yang merupakan salah dua laman kecantikan terbesar di Indonesia. Dalam penelitian ini, tiga konstruksi jaringan sosial daring yaitu kekuatan ikatan, homofili, dan kredibilitas sumber berperan sebagai variabel independen yang diuji pengaruhnya pada sikap terhadap informasi getok tular daring dan sikap terhadap laman. Kedua sikap tersebut kemudian diuji pengaruhnya pada efektivitas getok tular daring yang direpresentasikan melalui keputusan pembelian konsumen. Penelitian ini dilaksanakan dengan strategi kuantitatif dan dengan metode penyampelan *purposive*.

Penelitian ini mendapatkan 495 responden dengan mayoritas berjenis kelamin perempuan dan berada dalam rentang usia 17-25 tahun. Metode analisis data yang digunakan dalam penelitian ini adalah PLS SEM. Berdasarkan analisis data yang dilakukan, hasil penelitian ini membuktikan bahwa terdapat pengaruh positif yang signifikan antara kekuatan ikatan dan sikap terhadap informasi getok tular daring, kekuatan ikatan dan sikap terhadap laman, homofili dan sikap terhadap informasi getok tular daring, homofili dan sikap terhadap laman, kredibilitas sumber dan sikap terhadap informasi getok tular daring, kredibilitas sumber dan sikap terhadap laman, kekuatan ikatan dan kredibilitas sumber, homofili dan kredibilitas sumber, sikap terhadap informasi getok tular daring dan sikap terhadap laman, sikap terhadap informasi getok tular daring dan efektivitas getok tular daring, serta sikap terhadap laman dan efektivitas getok tular daring.

**Kata kunci:** EWOM, jaringan sosial daring, kekuatan ikatan, homofili, kredibilitas sumber, sikap terhadap informasi getok tular daring, sikap terhadap laman ulasan, efektivitas getok tular daring.

## ABSTRACT

This research aims to understand the role of electronic word of mouth (EWOM) on the review websites in influencing consumer purchasing decisions. The review websites that becomes the object of this research are Female Daily and Sociolla which are the two biggest beauty pages in Indonesia. In this research, three constructs of online social network: tie strength, homophily, and source credibility act as independent variables which are tested for their influence on attitudes towards EWOM information and attitudes towards the review websites. The two attitudes are then tested for their influence on the effectiveness of EWOM which is represented by consumer purchasing decisions. This research was conducted with a quantitative strategy and purposive sampling method.

This research got 495 respondents with the majority of them are female and in the age range 17-25 years old. The data analysis method used in this research is PLS SEM. Based on the data analysis carried out, the results of this study prove that there is a significant positive effect between tie strength and attitudes towards EWOM information, tie strength and attitudes towards the review websites, homophily and attitudes towards EWOM information, homophily and attitudes towards the review websites, source credibility and attitudes towards EWOM information, source credibility and attitudes towards the review websites, tie strength and source credibility, homophily and source credibility, attitudes towards EWOM information and attitudes towards the review websites, attitudes towards EWOM information and effectiveness of EWOM, as well as attitude towards the review websites and effectiveness of EWOM.

**Keywords:** EWOM, online social network, tie strength, homophily, source credibility, attitudes towards electronic word of mouth information, attitudes towards the review websites, effectiveness of electronic word of mouth.