

Penelitian ini bertujuan untuk untuk menguji pengaruh antara variabel-variabel penentu kepercayaan seperti kredibilitas sumber persepsian, kualitas situs persepsian, kualitas informasi, kepuasan pelanggan, dan pengalaman pelanggan terhadap kepercayaan pada situs, serta menguji apakah kepercayaan tersebut memberikan pengaruh terhadap adopsi rekomendasi dan getok tular dalam konteks situs daring non-transaksional yaitu situs ulasan perjalanan wisata. Penelitian ini merupakan penelitian kuantitatif yang menggunakan teknik pengambilan sampel *non-probability sampling* dengan tipe *purposive sampling*. Terdapat 167 responden pada penelitian ini yang datanya diperoleh melalui penyebaran kuesioner skala likert 1-7 secara daring. Pengolahan data dalam penelitian ini menggunakan metode analisis *Partial Least Square* (PLS) dengan software SmartPLS versi 3.2.3.

Dari sebelas hipotesis yang ada, terdapat satu hipotesis yang tidak terdukung. Hasil penelitian menunjukkan bahwa kredibilitas sumber persepsian, kualitas informasi, kualitas situs persepsian, dan kepuasan pelanggan berpengaruh secara signifikan terhadap kepercayaan pada situs persepsian, sedangkan pengalaman pelanggan tidak berpengaruh signifikan terhadap kepercayaan pada situs persepsian. Kepercayaan pada situs persepsian berpengaruh secara signifikan baik terhadap adopsi rekomendasi maupun terhadap getok tular. Hasil penelitian juga menunjukkan bahwa terdapat pengaruh signifikan di antara beberapa variabel penentu kepercayaan, yaitu kualitas informasi berpengaruh signifikan terhadap kredibilitas sumber persepsian, kualitas situs persepsian, dan kepuasan pelanggan; serta kualitas situs persepsian berpengaruh signifikan terhadap kepuasan pelanggan.

Kata kunci: kredibilitas sumber, kualitas informasi, kualitas situs, kepuasan pelanggan, pengalaman pelanggan, kepercayaan pada situs, adopsi rekomendasi, getok tular, situs ulasan perjalanan wisata.

ABSTRACT

This research aims to examine the effects of determinants of online trust which are source credibility, perceived website quality, information quality, customer satisfaction, and user experience toward perceived website trust, and also to test whether this trust affects adoption recommendation and word of mouth in the context of non-transactional online site that is online travel reviews website. This research is a quantitative research that use purposive sampling as the sampling method which is one type of non-probability sampling method. There are 167 respondents in this study. The data were collected using an online 7-point Likert scale questionnaire. Data processing method used in this research is Partial Least Square (PLS) analysis method with the help of a software called SmartPLS version 3.2.3.

There is one rejected hypothesis out of eleven hypotheses in this research. The results show that perceived source credibility, information quality, perceived website quality, and user satisfaction significantly influence perceived website trust, whereas user experience has no significant influence on perceived website trust. Perceived website trust significantly influence adoption recommendation and word of mouth. The findings also show that there are significant influences between some determinant variables of website trust, namely information quality significantly influence perceived source credibility, perceived website quality, and user satisfaction; and also perceived website quality significantly influence user satisfaction.

Keywords: source credibility, information quality, website quality, customer satisfaction, user experience, website trust, recommendation adoption, word of mouth, online travel reviews website.