

Pengaruh fluency dan electronic word-of-mouth terhadap intention to visit (studi kasus Tanjung Bira) = The impacts of fluency dan electronic word-of-mouth terhadap intention to visit (case study Tanjung Bira)

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Abstrak

Penelitian ini meneliti mengenai pengaruh electronic word-of-mouth dan fluency terhadap minat berkunjung (intention to visit) para konsumen. Ada 120 responden yang berpartisipasi dalam survei penelitian ini. Dengan menggunakan factorial design 2x2, peneliti akan membagi kelompok penelitian menjadi high fluency dan high eWOM (tipe A), high fluency dan low eWOM (tipe B), low fluency dan high eWOM (tipe C) serta low fluency dan low eWOM (tipe D). Dengan menggunakan compare means, independent t-test dan ANOVA, peneliti akan membandingkan kelompok mana yang lebih berpengaruh terhadap intention to visit dalam studi kasus Tanjung Bira. Hasil penelitian ini menunjukkan bahwa eWOM ternyata memiliki pengaruh lebih tinggi dibandingkan fluency.

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This research examines the influence of electronic word-of-mouth and fluency towards intention to visit. There were 120 respondents who participated in this research. By using a 2x2 factorial design, the researcher will divide the research groups into a high fluency and high eWOM (type A), high and low fluency eWOM (type B), low fluency and high eWOM (type C) and low fluency and low eWOM (type D). By using compare means, independent t-test and ANOVA, researchers will compare which group has more influence on the intention to visit the Tanjung Bira case studies. The results of this study indicate that eWOM proved to have a higher influence than fluency.