

**PENGARUH EFEKTIVITAS AMPLIFIED E-WOM DI INSTAGRAM TERHADAP
SIGNIFIKANSI JUMLAH KUNJUNGAN E-COMMERCE DALAM EVENT
PROMO TANGGAL CANTIK
(Survei Pengguna Tokopedia di Jakarta)**

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Abstrak

Indonesia merupakan negara dengan pengguna e-commerce tertinggi di dunia berdasarkan hasil survey yang dilakukan pada tahun 2021. Banyaknya e-commerce yang bermunculan membuat persaingan semakin ketat dalam memperoleh konsumen dan memperoleh keunggulan dalam pencapaian transaksi. Tokopedia menjadi salah satu e-commerce yang melakukan strategi pemasaran menggunakan sosial media Instagram. Tujuan penelitian ini adalah untuk mengkaji pengaruh efektifitas *amplified* e-WOM terhadap jumlah kunjungan di aplikasi Tokopedia dengan menggunakan *Persuasive Communication Theory* dan model AISAS sebagai landasan asumsi dari penelitian ini. Riset ini merupakan studi kualitatif eksplanatif dengan menggunakan metode survei. Sebanyak 180 responden yang merupakan pengikut dari akun Instagram @tokopedia. Hasil penelitian menunjukkan terdapat hubungan sedang antara efektifitas *amplified* e-WOM dengan signifikansi jumlah kunjungan aplikasi sebesar 0,487. Sedangkan hasil uji koefisien determinasi menyatakan adanya pengaruh yang ditimbulkan oleh efektifitas *amplified* e-WOM sebesar 23,8% terhadap jumlah kunjungan aplikasi dan setiap penambahan 1% efektifitas *amplified* e-WOM, maka jumlah kunjungan aplikasi akan meningkat sebesar 0,843. Kesimpulan dari penelitian berdasarkan hasil uji hipotesis ditemukan t hitung $>$ t tabel yaitu sebesar 7,446 maka dapat disimpulkan bahwa terdapat pengaruh yang sedang antara efektifitas *amplified* e-WOM di Instagram @tokopedia pada kunjungan aplikasi Tokopedia pada saat event promo tanggal cantik.

Kata kunci: *amplified electronic word of mouth* (e-wom), e-commerce, jumlah kunjungan, Tokopedia, viral marketing.

**THE EFFECT OF AMPLIFIED E-WOM EFFECTIVENESS ON INSTAGRAM FOR
THE SIGNIFICANCE OF E-COMMERCE VISITS IN EVENT PROMO
(Tokopedia User Survey in Jakarta)**

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Abstract

Indonesia is a country with the highest e-commerce users in the world based on the results of a survey conducted in 2021. The large number of e-commerce that have sprung up has made competition even tougher in acquiring consumers and gaining excellence in achieving transactions. Tokopedia is one of the e-commerce companies that carries out marketing strategies using social media Instagram. The purpose of this study was to examine the effect of the effectiveness of amplified e-WOM on the number of visits on the Tokopedia application using Persuasive Communication Theory and the AISAS model as the basis for the assumptions of this study. This research is an explanatory qualitative study using a survey method. As many as 180 respondents are followers of the Instagram account @tokopedia. The results showed that there was a moderate relationship between the effectiveness of amplified e-WOM and the significance of the number of application visits of 0.487. While the results of the test for the coefficient of determination stated that there was an effect caused by the effectiveness of amplified e-WOM of 23.8% on the number of application visits and for each additional 1% of the effectiveness of amplified e-WOM, the number of application visits would increase by 0.843. The conclusion of the study based on the results of hypothesis testing found $t \text{ count} > t \text{ table}$, which is equal to 7.446, it can be concluded that there is a moderate influence between the effectiveness of amplified e-WOM on Instagram @tokopedia during the visit of the Tokopedia application during promo event.

Keywords: *amplified electronic word of mouth (e-wom), e-commerce, number of visits, Tokopedia, viral marketing.*