

The Effect of Website Quality, Electronic Word of Mouth, and Brand Image on Purchase Intention to Use the Sociolla Website in Generation Z in DKI Jakarta

By Yemima Claudia Vanessa Siboro

Abstract

Along with the development of technology, the use of the internet has also experienced significant changes in recent years, thus affecting the way people run businesses from traditional to digital. E-commerce is becoming increasingly popular worldwide as the new method of buying and selling products. This study aims to determine the effect of website quality, electronic word of mouth, and brand image on purchase intention to use Sociolla E-commerce in Generation Z in the DKI Jakarta area. The data in this study were obtained from distributing questionnaires using a non-probability sampling method with purposive sampling. This study also used a quantitative descriptive analysis method. From the results of the questionnaire feedback, the sample used in this study was 110 Generation Z who are Sociolla visitors living in DKI Jakarta. Data analysis was carried out through descriptive and inferential data analysis techniques using SmartPLS 3.0 software. This study shows that website quality has a positive and significant effect on purchase intention, electronic word of mouth has a positive and significant effect on purchase intention, and brand image has a positive and significant effect on purchase intention.

Keywords: *brand image, electronic word of mouth, purchase intention, Sociolla, website quality*

**Pengaruh *Website Quality*, *Electronic Word of Mouth*, dan *Brand Image*
Terhadap *Purchase Intention* Penggunaan *Website Sociolla* pada Generasi Z
di DKI Jakarta**

Oleh Yemima Claudia Vanessa Siboro

Abstrak

Seiring dengan berkembangnya teknologi, penggunaan internet pun turut mengalami perubahan besar dalam beberapa tahun terakhir sehingga mempengaruhi cara orang berbisnis dari yang semula tradisional menjadi digital. E-commerce menjadi semakin diminati di seluruh dunia sebagai metode baru untuk melakukan transaksi jual dan beli. Penelitian ini bertujuan untuk mengetahui pengaruh kualitas *website*, *electronic word of mouth*, dan *brand image* terhadap minat beli penggunaan E-commerce Sociolla pada Generasi Z di wilayah DKI Jakarta. Data dalam penelitian ini diperoleh dari penyebaran kuesioner menggunakan metode *non-probability sampling* dengan *purposive sampling*. Penelitian ini juga menggunakan metode analisis deskriptif kuantitatif. Dari hasil umpan balik kuesioner maka sampel yang digunakan dalam penelitian ini sebanyak 110 Generasi Z pengunjung Sociolla yang berdomisili di DKI Jakarta. Analisis data dilakukan melalui teknik analisis data deskriptif dan inferensial dengan menggunakan bantuan *software* SmartPLS 3.0. Penelitian ini menunjukkan hasil bahwa *website quality* berpengaruh positif dan signifikan terhadap *purchase intention*, *electronic word of mouth* berpengaruh positif dan signifikan terhadap *purchase intention*, dan *brand image* berpengaruh positif dan signifikan terhadap *purchase intention*.

Kata kunci: *brand image*, *electronic word of mouth*, *purchase intention*, *Sociolla*, *website quality*