Analysis of the influence of E-WOM, E-Service Quality, and Reputation on Purchase Intention at Lazada

By Bintang Rachmat Rabbani

Abstract

The development of online shopping has also increased competition in e-commerce. Every e-commerce company competes in providing the best offers and services to consumers. Lazada as one of the top five e-commerce in Indonesia also feels this competition and carries out various plans and strategies in increasing consumer buying interest. This study aims to analyse and find out whether there is an influence between the variables E-WOM, E-Service Quality, and Reputation on Purchase Intention in Lazada e-commerce. Quantitative research using a sample of 100 respondents. Respondents are residents of Bekasi City and have visited or used the Lazada website and application. Nonprobability sampling method with purposive sampling technique. The analysis technique used is SEM-PLS with data processing through SmartPLS 4.0. The results of data analysis show (1) E-WOM has no effect on Purchase Intention. (2) E-Service Quality has a significant effect on Purchase Intention. (3) Reputation has a significant effect on Purchase Intention.

Keywords : E-WOM, E-Service Quality, Reputation, Purchase Intention

Analisis pengaruh E-WOM, E-Service Quality, dan Reputatasi terhadap Purchase Intention pada E-commerce Lazada

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Abstrak

Semakin berkembangnya belanja online, turut meningkatkan persaingan pada *e*-commerce. Setiap perusahaan *e*-commerce bersaing dalam memberikan penawaran dan pelayanan terbaik kepada konsumen. Lazada sebagai salah satu lima besar *e-commerce* di Indonesia turut merasakan persaingan tersebut dan melakukan berbagai perencanaan dan strategi dalam meningkatkan minat beli konsumen. Penelitian ini ditujukan untuk menganalisis dan mengetahui apakah terdapat pengaruh antara variabel *E-WOM*, *E-Service Quality*, dan *Reputation* terhadap *Purchase Intention* pada *ecommerce* Lazada. Penelitian dengan bentuk kuantitatif menggunakan sampel sebanyak 100 responden. Responden merupakan warga Kota Bekasi dan pernah mengunjungi atau menggunakan situs dan aplikasi Lazada. Metode sampel *nonprobability sampling* dengan teknik *purposive sampling*. Teknik analisis yang digunakan adalah SEM-PLS dengan pengolahan data melalui SmartPLS 4.0. Hasil analisis data menunjukan (1) E-WOM tidak berpengaruh terhadap Purchase Intention. (2) E-Service Quality berpengaruh signifikan terhadap Purchase Intention. (3) Reputation berpengaruh signifikan terhadap Purchase Intention.

Kata Kunci : *E-WOM, E-Service Quality, Reputation, Purchase Intention*