

RINGKASAN

Penelitian ini merupakan penelitian survei pada *Followers* akun Instagram *eigeradventure*. Penelitian ini mengambil judul: “Pengaruh e-WOM *Source Credibility* Terhadap Niat Beli dengan *Information Adoption* Sebagai Variabel Mediasi (Survei pada *Followers* akun Instagram *eigeradventure*).”

Tujuan penelitian ini adalah untuk mengetahui pengaruh e-WOM *source credibility* terhadap niat beli dengan *information adoption* sebagai variabel mediasi.

Populasi penelitian ini adalah semua *Followers* akun Instagram *eigeradventure* yang aktif dalam ulasan atau komentar online. Jumlah responden yang diambil dalam penelitian ini adalah 289 responden. *Convenience sampling/accidental sampling method* digunakan dalam penentuan responden.

Berdasarkan hasil penelitian dan analisis data dengan menggunakan *Structural Equation Modelling* (SEM) menunjukkan bahwa: (1) *Source expertise* tidak berpengaruh terhadap *purchase intention*, (2) *Source trustworthiness* tidak berpengaruh terhadap *purchase intention*, (3) *Source homophily* berpengaruh positif terhadap *purchase intention*, (4) *Source expertise* berpengaruh positif terhadap *information adoption*, (5) *Source trustworthiness* berpengaruh positif terhadap *information adoption*, (6) *Source homophily* berpengaruh positif terhadap *information adoption*, (7) *Information adoption* berpengaruh positif terhadap *purchase intention*, (8) *Information adoption* memediasi pengaruh *source expertise* terhadap *purchase intention*, (9) *Information adoption* memediasi pengaruh *source trustworthiness* terhadap *purchase intention*, (10) *Information adoption* memediasi pengaruh *source homophily* terhadap *purchase intention*.

Implikasi dari kesimpulan di atas yaitu dalam upaya meningkatkan niat beli, pihak manajemen *Eiger* sebaiknya memperhatikan berbagai kebijakan yang berkaitan dengan dinamika e-WOM dalam mempengaruhi niat beli terutama *source homophily* dan *information adoption*. Pihak perusahaan dapat merespon ulasan tersebut seperti berterima kasih kepada pengulas atas komentar positif atau meminta maaf atas pengalaman yang tidak memuaskan. Ini menandakan bahwa perusahaan tetap membangun hubungan yang kuat dengan konsumen melalui keuntungan dari OCRs.

Kata Kunci: e-WOM, source credibility, information adoption, purchase intention

SUMMARY

This research is a survey research on Followers of Instagram eigeradventure accounts. This study takes the title: "The Effect of e-WOM Source Credibility on Purchase Intention with Information Adoption as Mediation Variables (Survey on Followers of Instagram eigeradventure accounts)." The purpose of this study was to determine the effect of e-WOM source credibility on purchase intentions with information adoption as a mediating variable. The study population was all Followers of eigeradventure Instagram accounts who were active in online reviews or comments. The number of respondents taken in this study was 289 respondents. Convenience sampling/accidental sampling method is used to determine respondents.

Based on the results of research and data analysis using Structural Equation Modeling (SEM) shows that: (1) Source expertise has no effect on purchase intention, (2) Source trustworthiness has no effect on purchase intention, (3) Source homophily has a positive effect on purchase intention, (4) Source expertise has a positive effect on information adoption, (5) Source trustworthiness has a positive effect on information adoption, (6) Source homophily has a positive effect on information adoption, (7) Information adoption has a positive effect on purchase intention, (8) Information adoption mediates the effect of source expertise on purchase intention, (9) Information adoption mediates the effect of source trustworthiness on purchase intention, (10) Information adoption mediates the effect of source homophile on purchase intention.

As implication of the conclusion above, in order to increase purchase intentions, the Eiger management should pay attention to various policies relating to the dynamics of e-WOM in influencing purchase intentions, especially source homophile and information adoption. The company can respond to these reviews such as thanking reviewers for positive comments or apologizing for an unsatisfactory experience. This indicates that the company continues to build strong relationships with consumers through profits from OCRs.

Keywords: e-WOM, source credibility, information adoption, purchase intention