

**PENGARUH *INFORMATION QUALITY* DAN *ONLINE CUSTOMER REVIEW* TERHADAP *INTENTION TO USE***  
**(Studi pada Pengunjung *Website Zomato* Di Indonesia)**

**SKRIPSI**

Diajukan untuk Memenuhi Salah Satu Syarat  
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## ABSTRAK

Muhammad Aris (1703033), **Pengaruh *Information Quality* dan *Online Customer Review* Terhadap *Intention to Use* (Studi Pada Pengunjung *Website Zomato Di Indonesia*)** Di bawah bimbingan Prof. Dr. Hj. Ratih Hurriyati, M.P. dan Lisnawati, S.Pd., M.M.

Penelitian ini bertujuan untuk mengetahui Pengaruh *Information Quality* dan *Online Customer Review* terhadap *Intention to Use*. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif yaitu dengan penggambaran dan pemaparan variabel-variabel yang diteliti dan kemudian ditarik kesimpulan. Variabel terikat dalam penelitian ini adalah *Intention to Use* (Y), *Information Quality* (X<sub>1</sub>) dan *Online Customer Review* (X<sub>2</sub>) sebagai variabel bebas. Populasi dalam penelitian ini adalah pengunjung (*visitors*) *website* Zomato di Indonesia. Pengambilan sampel dalam penelitian ini menggunakan metode *non-probability sampling* dengan menggunakan teknik *purposive sampling* terhadap 107 pengunjung *website*. Metode penelitian yang digunakan dalam penelitian ini yaitu metode *explanatory survey*. Metode *explanatory survey* dilakukan melalui kegiatan pengumpulan informasi menggunakan kuesioner dengan tujuan untuk mengetahui pendapat dari sebagian populasi yang diteliti terhadap penelitian. Teknik analisis data yang digunakan untuk mengetahui pengaruh dan hubungan dalam penelitian ini yaitu teknik analisis regresi berganda. Hasil temuan penelitian ini menunjukkan bahwa gambaran *information quality* dan *online customer review* terhadap *intention to use* berada pada kategori cukup baik. *Information quality* dan *online customer review* memiliki pengaruh yang positif dan signifikan terhadap *intention to use*. Hasil penelitian menyatakan bahwa *information quality* berpengaruh secara positif dan signifikan terhadap *intention to use*, dengan demikian penulis merekomendasikan supaya pihak Zomato tetap mempertahankan informasi-informasi yang berkualitas dengan memperhatikan aspek *Relevant, Reliable, Complete, Timely, Understandable, dan Verifiable*, serta hasil penelitian menyatakan bahwa *online customer review* berpengaruh secara positif terhadap *intention to use*, dengan demikian penulis merekomendasikan supaya *website* Zomato tetap menjaga, mempertahankan kepercayaan pelanggannya terhadap *review-review* yang positif yang tersedia di *website* Zomato dengan memperhatikan aspek-aspek seperti *argument quality, volume, valence, timelines* dan *source credibility* guna untuk membangun kepercayaan yang tinggi terhadap *website* Zomato.

**Kata kunci:** *Information Quality, Online Customer Review, Intention to Use.*

## ABSTRACT

Muhammad Aris (1703033), *The Effect of Information Quality and Online Customer Review on Intention to Use (Study on Zomato Website Visitors in Indonesia)* Under the guidance of Prof. Dr. Hj. Ratih Hurriyati, M.P. and Lisnawati, S.Pd., M.M.

*This study aims to determine the effect of Information Quality and Online Customer Review on Intention to Use. The type of research used is descriptive and verification, namely by describing and explaining the variables studied and then drawing conclusions. The dependent variables in this study are Intention to Use (Y), Information Quality (X1) and Online Customer Review (X2) as independent variables. The population in this study were visitors to the Zomato website in Indonesia. Sampling in this study used a non-probability sampling method using a purposive sampling technique to 107 website visitors. The research method used in this study is the explanatory survey method. The explanatory survey method is carried out through information gathering activities using a questionnaire with the aim of knowing the opinions of some of the population studied on the research. The data analysis technique used to determine the effect and relationship in this study is the multiple regression analysis technique. The findings of this study indicate that the description of information quality and online customer review on intention to use is in the fairly good category. Information quality and online customer reviews have a positive and significant influence on intention to use. The results of the study state that information quality has a positive and significant effect on intention to use, thus the authors recommend that Zomato maintain quality information by taking into account aspects of Relevant, Reliable, Complete, Timely, Understandable, and Verifiable, and the results of the study state that that online customer reviews have a positive effect on intention to use, thus the author recommends that the Zomato website maintain and maintain customer trust in the positive reviews available on the Zomato website by paying attention to aspects such as argument quality, volume, valence, timelines and source credibility in order to build high trust in the Zomato website.*

**Keyword:** *Information Quality, Online Customer Review, Intention to Use.*

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