

ABSTRAK

Ulasan *online* menjadi salah satu hal yang digunakan konsumen sebagai dasar sebelum melakukan pembelian pada *e-commerce*. Penelitian ini bertujuan untuk mengetahui faktor-faktor manakah dari *two-sided reviews*, *source trustworthiness*, *source expertise*, *source homophily*, *e-tailers' recommendation* dan *popularity signals* yang mempengaruhi niat beli konsumen pada *e-commerce* berdasarkan pada persepsi konsumen terhadap *information helpfulness*. *Dual-process theory* digunakan dalam penelitian ini untuk mengetahui persepsi konsumen atas *information helpfulness*. Metode penelitian menggunakan metode kuantitatif. Data penelitian didapatkan dengan menyebarkan kuesioner penelitian melalui *google form*. Sampel dari penelitian ini adalah konsumen yang pernah mengunjungi situs Sociolla.com dan pernah membaca ulasan produk yang ada di situs tersebut. Hasil penelitian menunjukkan bahwa *two-sided reviews*, *source expertise*, *source homophily*, *e-tailers' recommendation* dan *popularity signals* dipersepsikan bermanfaat untuk mengetahui kualitas produk dan berpengaruh signifikan terhadap *purchase intention*. Walaupun *source trustworthiness* tidak dipersepsikan bermanfaat, tetapi berpengaruh signifikan terhadap *purchase intention*. *Information helpfulness* tidak berpengaruh signifikan terhadap *purchase intention*, tetapi memediasi secara parsial hubungan antara *two-sided reviews*, *source homophily*, *e-tailers' recommendation* dan *popularity signals* terhadap *purchase intention*.

Kata Kunci: Ulasan Online, Electronic Commerce, Dual-Process Theory, Information Helpfulness, Purchase Intention.

ABSTRACT

Online reviews are one of the things that consumers use as a basis before making a purchase on e-commerce. This research aims to determine which factors among two-sided reviews, source trustworthiness, source expertise, source homophily, e-tailers' recommendation and popularity signals that affect the purchase intention of consumers on e-commerce based on consumer perceptions of information helpfulness. Dual-Process Theory is used in this research to investigate consumer perceptions of information helpfulness. Data were collected using an online questionnaire created using google form. The sample was composed of individuals who had visited Sociolla.com and had read reviews of the products on the site. Results show that two-sided reviews, source expertise, source homophily, e-tailers' recommendation, and the perceived popularity signals were beneficial for finding product quality and significant effect on the purchase intention. Although the source trustworthiness is not perceived to be useful, but a significant effect on the purchase intention. Information helpfulness has no significant effect on the purchase intention, but it partially reradiated the relationship between two-sided reviews, source homophily, e-tailers' recommendation and popularity signals to the purchase intention.

Keywords: *Online Review, Electronic Commerce, Dual-Process Theory, Information Helpfulness, Purchase Intention.*