

ABSTRACT

The occurrence of the Covid-19 pandemic has had an impact on changes in consumer behavior. There has been a shift in the marketplace from offline to online, consumers no longer make the purchase process directly, but use digital platforms, namely through online shopping. However, there are often doubts and risk factors for the product to be purchased, which can hinder the next purchase process. Therefore companies need to think about a marketing strategy to minimize this risk by involving the role of social media which is an important means of communication in the post-pandemic era. Reviews given by other consumers will be useful for other potential customers, as well as information regarding products purchased and product quality based on reviews from other consumers. Online reviews on social media will be able to increase the intention of potential consumers, especially for MSME products that are still unknown to the wider community and have low sales growth. Based on this phenomenon and previous research related to consumer intention, this study aims to examine and analyze the effect of usability, information needs, and quality of online reviews on consumer intentions through the role of social media on MSME products in the Post-Pandemic period. The research population is all generations of e-commerce in Indonesia. The sampling technique was carried out using a purposive sampling technique and the analytical method uses a Partial Least Square based Structural Equation Model.

Keywords— Quality of E-Wom; Information Usefulness; Needs of Information; Social Media Usage; Purchase Intention

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ABSTRAK

Terjadinya pandemi Covid-19 berdampak pada perubahan perilaku konsumen. Telah terjadi pergeseran marketplace dari offline ke online, konsumen tidak lagi melakukan proses pembelian secara langsung, melainkan menggunakan platform digital yaitu melalui belanja online. Namun seringkali terdapat keraguan dan faktor resiko terhadap produk yang akan dibeli, yang dapat menghambat proses pembelian selanjutnya. Oleh karena itu perusahaan perlu memikirkan strategi pemasaran untuk meminimalisir resiko tersebut dengan melibatkan peran media sosial yang merupakan sarana komunikasi penting di era pasca pandemi. Ulasan yang diberikan oleh konsumen lain akan bermanfaat bagi calon pelanggan lainnya, serta informasi mengenai produk yang dibeli dan kualitas produk berdasarkan ulasan dari konsumen lain. Review online di media sosial akan mampu meningkatkan minat calon konsumen terutama untuk produk UMKM yang masih belum dikenal masyarakat luas dan memiliki pertumbuhan penjualan yang rendah. Berdasarkan fenomena tersebut dan penelitian sebelumnya terkait niat konsumen, penelitian ini bertujuan untuk mengkaji dan menganalisis pengaruh kegunaan, kebutuhan informasi, dan kualitas ulasan online terhadap niat konsumen melalui peran media sosial pada produk UMKM di masa Pasca Pandemi. . Populasi penelitian adalah semua generasi e-commerce di Indonesia. Teknik pengambilan sampel dilakukan dengan menggunakan teknik purposive sampling dan metode analisis menggunakan Structural Equation Model berbasis Partial Least Square.

KATA KUNCI— *Quality of E-Wom, Information Usefulness, Need of Information, Media Social Usage, Purchase Intention*

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