E-WOM CREDIBILITY SOURCES, RISK PERCEPTIONS, ARGUMENT QUALITY, INFORMATION USEFULNESS AND INFORMATION ADOPTION ON THE USE OF ONLINE TRAVEL AGENT SERVICES IN INDONESIA

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ABSTRACT

The digitalization has been changing the way of conducting business nowadays, including the tourism industry. Technology has given a birth to a new platform called as Online Travel Agent and shifted the traditional method of providing the needs of touristic product such as hotel room. Not only give an easiness in the booking process, but these platforms also give consumers tons of information regarding to it. With these conditions, the credibility of the information has seen as an important element, and yet should be investigated. This research included four dimensions of source credibility (expertness, trustworthiness, objectivity, and homophily), and four other variables such as perceived risk, argument quality, information usefulness, and information adoption. Furthermore, the total of 200 valid data from the respondents in the range of 18-60 years old was gathered for this research. The result indicated that three dimensions of e-WOM source credibility had a positive impact toward consumer's perceived risk. Moreover, the perceived risk was also proven to have an impact toward the consumer's argument quality and information usefulness, as well as these two variables had a positive impact toward consumer's information adoption.

Keywords: *online travel agent, e-wom source credibility, perceived risk, argument quality, information usefulness, information adoption.*

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ABSTRAK

Digitalisasi telah mengubah cara menjalankan bisnis saat ini, termasuk industri pariwisata. Teknologi pun telah melahirkan sebuah platform baru yang disebut sebagai Agen Perjalanan Online serta menggeser metode tradisional dalam menyediakan kebutuhan produk wisata seperti hotel. Tidak hanya memberikan kemudahan dalam proses pemesanan, tetapi platform ini juga memberikan banyak informasi kepada konsumen mengenai hal itu. Dengan kondisi seperti ini, kredibilitas informasi dianggap sebagai elemen penting dan juga harus diselidiki. Penelitian ini mencakup empat dimensi kredibilitas sumber (keahlian, kepercayaan, obyektivitas, dan homofili), dan empat variabel lain seperti risiko yang dirasakan, kualitas argumen, kegunaan informasi, dan adopsi informasi. Selanjutnya, sejumlah 200 data yang valid dari responden dalam kisaran 18-60 tahun juga dikumpulkan untuk penelitian ini. Hasilnya menunjukkan tiga dimensi kredibilitas sumber e-WOM memiliki dampak positif terhadap risiko yang dirasakan konsumen. Selain itu, risiko yang dirasakan juga terbukti memiliki dampak terhadap kualitas argumen konsumen dan kegunaan informasi. Di lain sisi, dua variabel ini pun juga memiliki dampak positif terhadap adopsi informasi konsumen.

Kata kunci: *agen perjalanan online, kredibilitas sumber e-wom, risiko yang dirasakan, kualitas argumen, kegunaan informasi, adopsi informasi.*