

INTISARI

Penelitian ini bertujuan untuk menguji pengaruh *Website Quality Attributes* terhadap *Participation*, *Participation* dengan *eWOM* dan *Participation* dengan *co-shopping* situs Pinterest di Surabaya. Penelitian ini menggunakan pendekatan *purposive sampling*, dimana sampel berupa responden yang menggunakan dan pernah melakukan pembelian di *Social Shopping Website* Pinterest selama 1 tahun terakhir yang berdomisili di Surabaya. Responden penelitian ini berjumlah 150 orang. Analisis dalam penelitian ini dengan menggunakan model SEM (*Structural Equation Modeling*) dan diolah menggunakan *software* SPSS versi 18.0 *for Windows* untuk pengujian Model *Measurement* dan *Structural*.

Hasil penelitian ini menunjukkan bahwa *website quality attributes* yang terdiri dari *visual aesthetics*, *navigability*, *user friendliness*, *privacy/security*, *entertainment* dan *community drivenness* tidak berpengaruh terhadap *participation*. *Participation* memiliki pengaruh positif dan signifikan pada *eWOM*. Dan *Participation* berpengaruh positif signifikan terhadap *co-shopping*. Selain itu *participation* terbukti memediasi *website quality attribute*, *eWOM*, dan *co-shopping*.

Kata kunci: *Website Quality Attributes*, *Participation*, *eWOM*, *Co-shopping*

ABSTRACT

This study aimed to examine the effect of the Website Quality Attributes to Participation, Participation with eWOM and Participation with Co-shopping Pinterest in Surabaya. This study using purposive sampling approach, in which a sample of respondents who use and make a purchase on Social Shopping Website Pinterest within the last 1 year who lives in Surabaya. Respondents in this study amounted to 150 people. The analysis in this study used a model of SEM (Structural Equation Modeling) and processed using SPSS software version 18.0 for Windows for testing Measurement and Structural Model.

These results indicate that the Website Quality Attributes consisting of Visual aesthetics, Navigability, User friendliness, Privacy / security, Entertainment and Community drivenness have no effect on participation. Participation has a positive and significant impact on eWOM, Participation has positive effect and significant on Co-shopping. Besides Participation proved to mediate Website Quality Attributes with eWOM, and Co-shopping.

Keywords: Website Quality Attributes, Participation, eWOM, and Co-shopping