

Pengaruh e-service quality terhadap repurchase intention melalui customer satisfaction = The effect of e-service quality toward repurchase intention through customer satisfaction

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Abstrak

Dalam online shopping, ketiadaan interaksi face-to-face antara konsumen dengan perusahaan membuat konsumen tidak dapat melakukan penilaian terhadap elemen fisik perusahaan. Konsumen hanya dapat melakukan penilaian terhadap kualitas pelayanan yang diberikan perusahaan secara online atau disebut juga dengan e-service quality. Penelitian ini dilakukan untuk menganalisis pengaruh e-service quality terhadap repurchase intention melalui customer satisfaction sebagai variabel perantara. Sampel penelitian ini adalah 120 responden yang pernah membeli album musik Kpop di online shop Gasoo Galore yang diambil menggunakan teknik penarikan sampel purposive sampling, sedangkan teknik analisis data yang digunakan adalah Path Analysis. Hasil penelitian menunjukkan bahwa e-service quality tidak memberikan pengaruh secara langsung yang signifikan terhadap repurchase intention, namun terdapat pengaruh yang positif dan signifikan apabila melalui customer satisfaction sebagai variabel perantara.

.....Lack of face-to-face interaction between customer and online seller causes it's hard for customer to evaluating the seller's physical elements. Customer evaluating the seller based on the quality of their service or it known as e-service quality. This research was conducted to analyze the impact of e-service quality to customer repurchase intention through customer satisfaction as intervening variable. This research took 120 customers who ever bought Kpop music album from Gasoo Galore as the respondents. All respondents are collected using purposive sampling technique. The data were being analyzed using Path Analysis. The result of this research indicate that e-service quality didn't directly affects repurchase intention, but it give significant and positive effect when it through customer satisfaction as intervening variable.