

Hubungan antara e service quality dan trust pada mahasiswa konsumen belanja online = the relationship between e service quality and trust among college student online shopping consumer / Rindayu Resti Wandari

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Abstrak

ABSTRAK

Dalam mencapai kesuksesan, toko online perlu menyediakan e-service quality yang baik. Hal tersebut merupakan suatu cara untuk meningkatkan trust konsumen belanja online. E-Service Quality merupakan semua tahap interaksi yang terjadi antara konsumen dan situs web yang dihasilkan dari penilaian sejauh mana sebuah situs web secara efektif dan efisien memfasilitasi proses berbelanja (Parasuraman et.al, 2005). Pengukuran e-service quality menggunakan alat ukur E-S-QUAL dan E-RecS-QUAL yang dibuat oleh Parasuraman et.al (2005) lalu peneliti adaptasi. Sedangkan trust didefinisikan sebagai harapan optimis seseorang, bahwa orang lain akan melindungi semua hak-haknya (Gefen, 2002). Pengukuran trust menggunakan alat ukur Specific Online Consumer Beliefs yang dibuat oleh Gefen (2002) kemudian peneliti adaptasi. Penelitian ini menggunakan metode accidental sampling yang melibatkan 453 responden, yaitu mahasiswa konsumen belanja online, karena mahasiswa sering mengakses internet (Xu & Paulins, 2005). Hasil penelitian ini menunjukkan bahwa terdapat hubungan yang signifikan antara e-service quality dan trust pada mahasiswa konsumen belanja online ($r = 0,668$; $p = 0.000$). Artinya, semakin tinggi tingkat e-service quality maka semakin tinggi pula tingkat trust pada mahasiswa konsumen belanja online. Implikasi praktis Penelitian ini, toko online perlu meningkatkan e-service quality dalam hal pemenuhan janji agar trust mahasiswa konsumen belanja online meningkat.

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ABSTRACT

In Achieving success, online shop should provide good s-service quality. It is a way to increase consumer trust. E-Service Quality are an all stages of the interaction between consumers and web sites resulting from the assessment of the extent to which a website effectively and efficiently facilitate the shopping process (Parasuraman et.al, 2005). E-Service Quality measurement using measuring instruments E-S-QUAL and E-RecS-QUAL are made by Parasuraman et.al (2005) and adapted by researcher. While trust is defined as the optimistic expectations of someone, that someone else will protect all of their rights (Gefen, 2002). Trust measurement using measuring instruments Specific Online Consumer Beliefs are made by Gefen (2002) then adapted by researcher. This study used

accidental sampling method involving 453 respondents, namely college student online shopping consumer because they often access the Internet (Xu & Paulins, 2005). These results indicate that there is a significant relationship between e-service quality and trust among college student online shopping consumer ($r = 0,668$; $p = 0.000$). This results can be interpreted as the higher e-service quality, the higher trust that college student online shopping consumer have. The practical implications of this research, online stores need to improve e-service quality in terms of the fulfillment of the promise, so that the trust of college student online shopping consumer increase.