

Pengaruh e-service quality ritel online di Indonesia terhadap e satisfaction melalui experiential value sebagai variabel antara studi pada zalora indonesia = The effect of e service quality in online retail in indonesia toward e satisfaction through experiential value as mediating variable study on zalora indonesia

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Abstrak

[ABSTRAK

Penelitian ini menguji dimensi E-service quality terhadap e-satisfaction melalui experiential value sebagai variabel mediasi pada Zalora Indonesia. Dimensi E-service quality yang digunakan adalah efficiency, fullfillments, system availability, privacy, responsiveness and trust. Dimensi experiential value diadopsi dari tipologi experiential value yang terdiri aesthetics, playfullness and customer return on investment (CROI). Penelitian ini menggunakan pendekatan kuantitatif, dimana data dan informasi yang dikumpulkan melalui survei dengan kuesioner online dan studi kepustakaan. Teknik analisis data yang digunakan adalah analisis multivariat, dengan menggunakan analisis jalur dan Uji Sobel SPSS. Hasil penelitian menunjukkan bahwa E-service quality memiliki pengaruh yang signifikan dan kuat terhadap e-satisfaction melalui experiential value sebagai variabel mediasi.

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<i>ABSTRACT</i>

, This study examines the dimensions of e-service quality toward esatisfaction through experiential value as mediating variable on Zalora Indonesia. The dimensions of e-service quality has been used is efficiency, fullfillments, system availability, privacy, responsiveness and trust. Experiential value dimensions adopted from tipology experiential value that consist of aesthetics, playfullness and customer return on investment (CROI). This research uses a quantitative approach, in which data and information were collected through surveys with the tools of online questionnaire and bibliographical studies. Analysis technique of the data used is multivariate analysis, using path analysis and Sobel Test on SPSS. The results showed that e-service quality has a significant and strong effect toward e-satisfaction through experiential value as a mediating variable.]