

Pengaruh e-service quality terhadap Brand Trust pada penyedia jasa e-ticketing di Indoneisa : studi pada situs tiket.com = The effect of e-service quality towards Brand Trust on e-ticketing service providers in Indonesia : study on tiket.com website / Puteri Rengganis

Puteri Rengganis, author

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Abstrak

ABSTRAK

Penelitian ini menguji pengaruh e-service quality terhadap brand trust pada situs Tiket.com. Dimensi e-service quality yang digunakan adalah website usability, information quality, reliability, responsiveness, assurance, dan personalization. Dimensi brand trust yang digunakan adalah brand reliability dan brand intention. Penelitian ini menggunakan pendekatan kuantitatif, dimana data penelitian dikumpulkan melalui survei dengan kuesioner online yang dilakukan terhadap 100 pelanggan Tiket.com. Teknik analisis data yang digunakan adalah analisis regresi berganda. Hasil penelitian menunjukkan bahwa E-Service Quality memiliki pengaruh yang signifikan dan kuat terhadap Brand Trust. Di antara dimensi eservice quality yang digunakan, responsiveness merupakan dimensi yang memiliki pengaruh terbesar terhadap variabel brand trust.

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ABSTRACT

This study examines the effect of e-service quality towards brand trust on Tiket.com website. The dimensions used to measure e-service quality are website usability, information quality, reliability, responsiveness, assurance, and personalization. Brand trust was measured using brand reliability and brand intention. This research used a quantitative approach, in which data was collected by doing survey towards 100 customers of Tiket.com with online questionnaire. Multiple regressions were used to analyze the data. The result showed that eservice quality has a significant and strong effect towards brand trust and responsiveness proved as the dimension of e-service quality that gives the strongest effect towards brand trust variable.