

Kesenjangan antara nilai ekspektasi dan aktual konsumen ketika terlibat dalam pengalaman belanja online = The Gaps between consumer perceived and actual value when engaging in online shopping experience

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Abstrak

[ABSTRAK

Tujuan dari penelitian ini adalah untuk menelusuri nilai ekspektasi dan kenyataan para konsumen online terhadap pengalaman saat belanja online. Komunitas online telah menghadapi masalah dengan kepercayaan dan keamanan. Hasilnya menjadikan konsumen tidak percaya untuk belanja online. Alat ukur mengenai kualitas pelayanan telah digunakan untuk mengukur kesenjangan antara nilai ekspektasi dan kenyataan para konsumen terhadap pengalaman saat belanja online. Penelitian berdasarkan model SERVQUAL diuji kepada kelompok penggemar belanja online di Melbourne untuk memahami aspek-aspek yang turut berkontribusi terhadap kesenjangan diantara ekspektasi dan kenyataan para konsumen. Singkat kata, konsumen online mencari keamanan dan jaminan sebagai prioritas utama ketika mereka terlibat dengan belanja online.<hr>

ABSTRACT The purpose of this paper is to explore the perceived and actual value of online consumers towards online shopping experience. The problem the online community has been dealing with was trust and security. The outcomes of those actions were distrusts from consumers to shop online. A measurement of quality service is used to measure the gaps between consumer's perceived and actual value towards online shopping experience. A research based on the SERVQUAL model was conducted to a group of avid online consumers in Melbourne to understand which aspect contributes the most to the gap of their expectations and perceptions. In summary, online customers seeks security and assurance as the top priority when engaging in online shopping experience, The purpose of this paper is to explore the perceived and actual value of online consumers towards online shopping experience. The problem the online community has been dealing with was trust and security. The outcomes of those actions were distrusts from consumers to shop online. A measurement of quality service is used to measure the gaps between consumer's perceived and actual value towards online shopping experience. A research based on the SERVQUAL model was conducted to a group of avid online consumers in Melbourne to understand which aspect contributes the most to the gap of their expectations and perceptions. In summary, online customers seeks security and assurance as the top priority when engaging in online shopping experience]