

# Pengaruh m-service quality terhadap e-repurchase intention melalui e-customer satisfaction pada aplikasi mobile uber = The effect of m-service quality toward e-repurchase intention through e-customer satisfaction: case study on uber mobile application

Sandrina Denira, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20422482&lokasi=lokal>

---

## Abstrak

Tingginya kompetisi pada lingkungan perusahaan berbasis teknologi, khususnya bagi industri ridesourcing membuat perusahaan pada industri tersebut harus meningkatkan usahanya dalam rangka usaha merebut pasar. Tidak terkecuali perusahaan yang merupakan pioneer dan pemimpin pasar pada industri tersebut yaitu Uber yang harus meningkatkan kualitas pelayanan dalam rangka memperoleh kepuasan konsumen yang akan mempengaruhi keinginan konsumen dalam melakukan pembelian kembali.

Penelitian ini ditujukan untuk mengetahui pengaruh antara m-service quality terhadap e-repurchase intention melalui e-customer satisfaction sebagai variabel perantara. Penelitian ini akan dilakukan dengan metode kuantitatif dengan sampel 100 responden yang berusia 17 tahun atau lebih yang pernah menggunakan aplikasi mobile Uber untuk melakukan pemesanan Uber X minimal sekali dalam tiga bulan terakhir. Data dianalisa dengan menggunakan teknik analisa regresi berganda dan analisa jalur.

Hasil dari penelitian menunjukkan bahwa terdapat pengaruh antara m-service quality terhadap e-repurchase intention melalui e-customer satisfaction sebagai variabel perantara serta terdapat pula pengaruh langsung antara m-service quality terhadap e-repurchase intention.

.....The highly competitive environment of technology company especially in the ride sourcing industry, made the company in the industry had to step up their game in order to win the market. Therefore, even a pioneer and a leading company in the industry, named Uber had to improve its service quality in order to reach customer satisfaction that finally could lead to repurchase intention. This research was conducted to analyze the impact of m-service quality to e-repurchase intention through customer satisfaction as intervening variable. This quantitative research took 100 consumers who were 17 years or older and have used the application to book Uber X within the last three months with a one time minimum total booking. All respondents were collected using simple random sampling. The data were being analyzed using Multiple Regression and Path Analysis. The result of this research indicated that m-service quality affected e-repurchase intention through e- customer satisfaction as intervening variable and indicated a direct effect between m- service quality and e-repurchase intention.