

Pengaruh persepsi kualitas layanan terhadap kepuasan dan intensi pelanggan pada transportasi online berbasis aplikasi = The effects of service quality and e service quality towards customer satisfaction and behavioral intentions in application based transportation

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan dan kualitas pelayanan elektronik dari moda transportasi roda empat terhadap kepuasan pelanggan dan intensi perilaku, dalam penelitian ini intensi perilaku tersebut adalah loyalitas pelanggan dan word of mouth pada moda transportasi roda empat berbasis aplikasi. Model penelitian dengan enam hipotesis diuji dengan menggunakan Structural Equation Modeling SEM. Hasil penelitian menunjukkan bahwa kualitas pelayanan, kualitas pelayanan elektronik dan persepsi nilai terhadap uang berpengaruh secara positif terhadap kepuasan pelanggan. selain itu, kepuasan pelanggan juga berpengaruh secara positif terhadap loyalitas pelanggan dan word of mouth. Akan tetapi loyalitas pelanggan tidak mempunyai pengaruh terhadap word of mouth.

.....This study aim to determine the effect of service quality and e service quality in application based transportation towards customer satisfaction and behavioral intentions. In this study, the behavioral intentions are customer loyalty and word of mouth. The six hypotheses research model in this study are tested with Structural Equation Modeling SEM. The results found out that perceived value for money, service quality and e service quality have a positive and significant impact towards customer satisfaction. Also, it found out that customer satisfaction has a positive and significant impact towards customer loyalty and word of mouth. However, customer loyalty doesn't have significant impact towards word of mouth.