

Website trust dan e-satisfaction sebagai variabel mediasi antara e-service quality dan e-loyalty pembeli online shop = Website trust and e-satisfaction as a mediating variable for e-service quality and e-loyalty of online shop customers

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20455442&lokasi=lokal>

Abstrak

ABSTRAK

Tesis ini bertujuan untuk mengonfirmasi model e-Satisfaction dan Website Trust sebagai variabel mediasi antara dimensi e-Service Quality dan e-Loyalty dalam konteks online shop di Indonesia. Penelitian ini dianalisis dengan menggunakan Structural Equation Modeling dengan Confirmatory factor analysis. Hasil analisis menunjukkan bahwa dimensi e-Service Quality yang mempengaruhi e-Satisfaction adalah Efficiency, Fulfillment, Responsiveness dan Website Design. Selain itu, e-Satisfaction memiliki pengaruh signifikan dan positif terhadap Website Trust. Bersama-sama, e-Satisfaction dan Website Trust berpengaruh signifikan dan positif terhadap e-Loyalty. Penelitian ini memberikan kontribusi karena penelitian ini membuktikan bahwa Website Trust dan e-Satisfaction merupakan variabel yang dapat memediasi antara e-Service Quality dengan e-Loyalty.

ABSTRACT

This thesis aims to confirm the model of e-Satisfaction and Website Trust as a mediation variable between the dimensions of e-Service Quality and e-Loyalty in the context of online shop in Indonesia. This research was analyzed by using Structural Equation Modeling with Confirmatory factor analysis. The result of analysis shows that the dimension of e-Service Quality affecting e-Satisfaction is Efficiency, Fulfillment, Responsiveness and Website Design. In addition, e-Satisfaction has a significant and positive influence on the Website Trust. Together, e-Satisfaction and Website Trust have a significant and positive influence on e-Loyalty. This research contributes because this research proves that Website Trust and e-Satisfaction are the variables that can mediate between e-Service Quality and e-Loyalty.