

Pengaruh e-service quality online marketplace terhadap customer satisfaction dalam penggunaan aplikasi smartphone: studi kasus: Tokopedia = Effect of e-service quality online marketplace on customer satisfaction in use of smartphone application: study case: Tokopedia

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Abstrak

Skripsi ini ditulis dengan tujuan untuk melihat apakah terdapat hubungan antara kualitas pelayanan elektronik e-service quality, nilai jasa yang dirasakan perceived service value, kepercayaan trust, dan kepuasan pelanggan customer satisfaction pada responden yang pernah menggunakan layanan Tokopedia melalui aplikasi smartphone. Responden penelitian ini adalah generasi millennial yang berdomisili di Jabodetabek. Penelitian ini menggunakan metode Structural Equation Modelling SEM dalam proses pengolahan datanya. Secara keseluruhan penelitian ini menemukan bahwa, e-service quality tidak memiliki pengaruh secara langsung terhadap customer satisfaction. Namun, melalui variabel perceived service value dan trust, e-service quality memiliki pengaruh secara tidak langsung terhadap customer satisfaction.

.....This research is written with the aim to see whether there is a relationship between the e service quality, perceived service value, trust, and customer satisfaction on respondents who have used Tokopedia service Through smartphone apps. Respondents of this research is the millennial generation domiciled in Jabodetabek. This research uses Structural Equation Modelling SEM method in data processing process. Overall, this study found that e service quality has no direct effect on customer satisfaction. However, through perceived service value and trust variables, e service quality has an indirect effect on customer satisfaction.