

Pengaruh e-service quality terhadap brand trust konsumen situs e-commerce mataharimall.com = The effect of e-service quality on consumer brand trust e-commerce site mataharimall.com

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Abstrak

ABSTRAK

Penelitian ini menguji pengaruh e-service quality terhadap brand trust konsumen situs e-commerce MatahariMall.com. Di mana e-service quality yang digunakan adalah efficiency, system availability, fulfillment, privacy, responsiveness, compensation, dan contact; sedangkan dimensi brand trust yang digunakan adalah competence, predictability, dan benevolence/integrity. Penelitian ini menggunakan pendekatan kuantitatif, dan data penelitian dikumpulkan melalui survei dengan menyebarkan kuesioner kepada 100 orang responden yang merupakan konsumen MatahariMall.com. Teknik analisis yang digunakan adalah regresi berganda. Hasil penelitian menunjukkan bahwa e-service quality memiliki pengaruh yang signifikan dan kuat terhadap brand trust dan dimensi system availability adalah dimensi yang paling dominan mempengaruhi brand trust.

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ABSTRACT

This study examines the effect of e service quality on consumer brand trust of e commerce site, MatahariMall.com. The e service quality dimensions used within this research are efficiency, system availability, fulfillment, privacy, responsiveness, compensation, and contact while the brand trust dimensions used are competence, predictability, and benevolence integrity. This research uses qualitative approach and the data collected through survey by distributing questionnaires to 100 respondents who are consumers of MatahariMall.com and live in Jabodetabek area. The analysis technique used in this research is multiple regressions. The result shows that e service quality has significant and strong influence on brand trust and system availability is the most dominant dimension that affect brand trust.