

Pengaruh e-service quality terhadap e-satisfaction dan e-loyalty konsumen produk fashion online e-commerce Shopee di Jakarta = The effect of -service quality towards e-satisfaction and e-loyalty product fashion online consumer e-commerce Shopee in Jakarta

Fitri Lia Muslimawati, author

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Abstrak

ABSTRACT

Penelitian ini menguji empat dimensi dari E-Service Quality terhadap variable E-Satisfaction dan variable E-Loyalty pada konsumen produk fashion yang melakukan pembelian melalui aplikasi atau website e-commerce Shopee di Jakarta. Dimensi E-Service Quality yang dilakukan pengujian ialah dimensi Efficiency, requirement fulfillment, Accessibility dan privacy. Penelitian ini menggunakan pendekatan kuantitatif, dimana data diperoleh melalui penyebaran kuesioner kepada 100 orang responden dengan menggunakan metode purposive sampling dan studi kepustakaan. Pengolahan data yang dilakukan dalam penelitian ini menggunakan SPSS 17.0. Hasil penelitian ini menunjukkan bahwa dimensi Efficiency dan dimensi requirement memiliki pengaruh terhadap E-Satisfaction dan E-Loyalty konsumen produk fashion e-commerce Shopee di Jakarta, sedangkan dimensi Accessibility dan dimensi privacy tidak memiliki pengaruh terhadap E-Satisfaction dan E-Loyalty konsumen produk fashion e-commerce Shopee di Jakarta.

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ABSTRACT

This study examines the four dimensions of E-Service Quality towards the variable E-Satisfaction and variable E-Loyalty in consumer fashion products that make a purchase through the application or an e-commerce website Shopee in Jakarta. Dimensions of E-Service Quality that are examined are dimension Efficiency, dimension requirement fulfillment, dimension Accessibility and dimension privacy. This research uses a quantitative approach, where data are obtained through the dissemination of questionnaires to 100 people respondents by using purposive sampling method and the study of librarianship. The data processing in this research using SPSS 17.0. The results of this study indicate that the Efficiency dimension and dimension requirement has impact on E-Satisfaction and E-Loyalty product consumer e-commerce fashion Shopee in Jakarta, while the Accessibility dimension and the dimension of privacy does not have an impact on E-Satisfaction and E-Loyalty product consumer e-commerce fashion Shopee in Jakarta.