

# **Hubungan antara e-service quality, e-satisfaction dan e-loyalty pada pelanggan Tokopedia di Jakarta = Relationship between e-service quality, e-satisfaction and e-loyalty to Tokopedia customers in Jakarta**

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20500895&lokasi=lokal>

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## **Abstrak**

<p>Penelitian ini menguji pengaruh <em>e-service quality </em>terhadap <em>customer e-satisfaction </em>dan pengaruhnya pada<em> e-loyalty </em>konsumen toko online Tokopedia. Dimensi <em>e-service quality </em>yang digunakan adalah <em>efficiency</em>, <em>fulfillment</em>, <em>privacy and trust</em>, <em>responsiveness</em>, <em>web design</em>, dan <em>contact</em>. Penelitian ini menggunakan pendekatan kuantitatif, dimana data dan informasi yang dikumpulkan melalui survei dengan membagikan kuisioner pada responden. Sampel dari penelitian ini adalah 100 responden konsumen Tokopedia yang berdomisili di wilayah Jakarta, dan pernah minimal 2 kali melakukan pembelian di Tokopedia dalam kurun waktu 6 bulan terakhir. Analisis menggunakan SPSS 23 dengan metode yang digunakan adalah regresi sederhana dan regresi berganda. Hasil penelitian menunjukkan bahwa <em>E-service quality </em>memiliki pengaruh yang signifikan dan kuat terhadap <em>e-satisfaction </em>dan juga <em>e-satisfaction</em> memiliki pengaruh yang signifikan dan kuat terhadap <em>e-loyalty. </em>Dari keenam dimensi <em>e-service quality</em> yang paling mempengaruhi <em>e-satisfaction</em> adalah <em>efficiency, fulfillment</em>, dan <em>web design.</em></p><p> </p><p> </p><p> </p><p> </p><p> </p><p> </p><hr /><p><em>This study examines the effect of e-service quality on customer e-satisfaction and its effect on e-loyalty of Tokopedia online store consumers. The dimensions of e-service quality that are used are efficiency, fulfillment, privacy and trust, responsiveness, web design, and contact. This research uses a quantitative approach, where data and information are collected through surveys by distributing questionnaires to respondents. The sample of this study is 100 Tokopedia consumer respondents who live in the Jakarta area, and have made at least 2 purchases in Tokopedia in the past 6 months. Analysis using SPSS 23 with the method used is simple regression and multiple regression. The results showed that E-service quality has a significant and strong influence on e-satisfaction and e-satisfaction has a significant and strong effect on e-loyalty. Of the six dimensions of e-service quality that most influence e-satisfaction are efficiency, fulfillment, and web design.</em></p><p> </p>