

Kualitas layanan elektronik dan layanan logistik e-Commerce di Indonesia = Electronic service quality and logistic service quality e-Commerce in Indonesia

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Abstrak

Pertumbuhan e-commerce di Indonesia terus bertambah sehingga kepuasan pelanggan dan loyalitas menjadi hal yang diperhatikan dalam e-commerce. Maka dari itu, kualitas pelayanan dalam e-commerce menjadi penting bagi pelanggan. Tidak hanya kualitas e-service tetapi juga memperhatikan kualitas pelayanan dari jasa logistik pihak ketiga. Penelitian ini bertujuan mempelajari dampak dari kualitas pelayanan e-commerce dan logistik pihak ketiga terhadap kepuasan pelanggan dan loyalitas pelanggan pada e-commerce di Indonesia. Pendekatan kuantitatif digunakan dengan instrumen pengumpulan data melalui kuisioner. Metode SEM digunakan sebagai pendekatan dalam pemrosesan data dan software LISREL digunakan untuk menganalisis. Hasil penelitian menyimpulkan bahwa kualitas e-service dan layanan logistik sama-sama berdampak langsung dan positif terhadap kepuasan dan loyalitas pelanggan. Dengan adanya penelitian ini diharapkan dapat mengetahui bagaimana e-supply chain e-commerce di Indonesia.

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E-commerce in Indonesia is growing fast. Nowadays, people tend to purchase things through e-commerce. However, the players within the e-commerce business not only e-commerce platform itself, but there are also logistics providers and customers. Both e-commerce and logistics services have service quality that plays an important role for the customer. This study uses descriptive research to analyses the impact of e-commerce service quality and logistics service quality on customer satisfaction and customer loyalty e-commerce in Indonesia. Data is processed with Structural Equation Modelling method and for data analysis using LISREL software version 8.8. The results conclude that the e-service quality and logistics services quality both has a direct and positive impact on customer satisfaction and customer loyalty. With this research it is expected to understand how e-supply chain e-commerce in Indonesia.</i>