

Pengaruh Kualitas Layanan pada Kepuasan Pelanggan dan Perilaku Konsumen Online Groceries Pasca Covid-19 di Indonesia = The Impact of Service Quality on Customer Satisfaction and Consumer Behavior of Online Groceries Post-Covid-19 in Indonesia

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Abstrak

Melihat kondisi “new normal” di Indonesia, survei Nielsen 2020 menemukan bahwa selama pandemi COVID-19, 49% konsumen sering memasak di rumah, dan hal ini mendorong pertumbuhan penjualan bahan baku dan produk segar. Belanja bahan makanan online adalah adaptasi baru dan telah menjadi pengubah permainan bagi pedagang grosir. Faktanya, selama pandemi di Indonesia, hanya 16% yang menyatakan menggunakan layanan sembako online, sedangkan 49% dan 33% responden menyatakan preferensinya untuk membeli di supermarket terdekat dan di warung sayur biasa. Pengaruh penilaian/persepsi kualitas layanan terhadap kepuasan pelanggan dan sikap minat pelanggan dapat diketahui melalui perhitungan uji korelasi, dengan hasil menunjukkan adanya korelasi positif antara persepsi kualitas layanan kepuasan pelanggan dengan sikap minat pelanggan

.....Oversee at the “new normal” conditions in Indonesia, the Nielsen 2020 survey found that during the COVID-19 pandemic, 49% of consumers often cook at home, and this has driven the growth of sales of fresh products. Online grocery shopping is a new adaptation and has been a game changer for wholesalers. In fact, during the pandemic in Indonesia, only 16% said they used online basic food services, while 49% and 33% of respondents stated their preference to buy at the nearest supermarket and at regular vegetable stalls. The influence of the assessment/perception of service quality on customer satisfaction and customer interest attitudes can be known through the calculation of the correlation test, with the results showing a positive correlation between perceptions of customer satisfaction service quality and customer interest attitudes.