

Pengaruh E-Service Quality terhadap Customer Loyalty melalui Customer Satisfaction pada Pelanggan Lazada di DKI Jakarta = The Influence of E-Service Quality towards Customer Loyalty through Customer Satisfaction on Lazada Customers in DKI Jakarta

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Abstrak

Perkembangan teknologi digital telah meningkatkan jumlah e-commerce, serta meningkatkan persaingan untuk menarik pelanggan. Kualitas layanan telah ditelusuri sebagai faktor penting yang mempengaruhi kepuasan pelanggan dan loyalitas pelanggan. Penelitian ini bertujuan untuk menguji pengaruh kualitas layanan elektronik terhadap loyalitas pelanggan melalui efek mediasi dari kepuasan pelanggan pada pelanggan Lazada di DKI Jakarta. Penelitian menggunakan pendekatan kuantitatif dengan teknik purposive sampling pada 180 responden yang didapatkan melalui penyebaran kuesioner secara online. Data yang didapatkan dianalisis menggunakan analisis regresi linear dan uji sobel, dengan bantuan software SPSS. Hasil penelitian ini menunjukkan bahwa: (1) Kualitas layanan elektronik berpengaruh positif terhadap loyalitas pelanggan pada pelanggan Lazada di DKI Jakarta; (2) Kualitas layanan elektronik berpengaruh positif terhadap kepuasan pelanggan pada pelanggan Lazada di DKI Jakarta; (3) Kepuasan pelanggan berpengaruh positif terhadap loyalitas pelanggan pada pelanggan Lazada di DKI Jakarta; (4) Terdapat pengaruh mediasi dari kepuasan pelanggan terhadap hubungan kualitas layanan elektronik dan loyalitas pelanggan pada pelanggan Lazada di DKI Jakarta.

.....The development of digital technology has increased the amount of e-commerce, as well as the competition to attract customers. Service quality has been traced as an important factor influencing customer satisfaction and customer loyalty. This study aims to examine the effect of electronic service quality towards customer loyalty through the mediating effect of customer satisfaction on Lazada customers in DKI Jakarta. The research used a quantitative approach with a purposive sampling technique on 180 respondents who were obtained through online questionnaires. The data collected were analyzed using linear regression analysis and the Sobel test, with the help of SPSS software. The results of this study indicate that: (1) The quality of electronic services has a positive effect towards customer loyalty on Lazada customers in DKI Jakarta; (2) The quality of electronic services has a positive effect towards customer satisfaction on Lazada customers in DKI Jakarta; (3) Customer satisfaction has a positive effect towards customer loyalty on Lazada customers in DKI Jakarta; (4) Customer satisfaction acts as a mediator between electronic service quality and customer loyalty on Lazada customers in DKI Jakarta.</div>