

Analisis Pengaruh Service Quality dan Perceived Benefit dalam Layanan Online Grocery Shopping dengan Same-day Delivery terhadap Customer Satisfaction dan Reuse Intention di Jabodetabek = Analysis of Service Quality and Perceived Benefit in Online Grocery Shopping Service with Same-day Delivery on Customer Satisfaction and Reuse Intention in Jabodetabek

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Abstrak

Saat ini, belanja online di Indonesia semakin berkembang dan diminati oleh masyarakat. Perkembangan tersebut dapat dilihat salah satunya dari banyaknya perusahaan yang menyediakan layanan online grocery shopping. Online grocery shopping semakin banyak digunakan oleh masyarakat di Indonesia, terutama saat pandemi Covid-19 kemarin berlangsung. Tantangan yang dihadapi oleh perusahaan-perusahaan tersebut adalah mempertahankan kualitas layanan mereka baik saat pandemi kemarin berlangsung dan pasca pandemi, untuk memastikan para pelanggan tetap merasa puas dan akan kembali menggunakan layanan online grocery shopping. Penelitian ini bertujuan untuk melihat penerapan manajemen kualitas dalam online grocery shopping dan pengaruhnya terhadap kepuasan pelanggan dan niat pelanggan untuk menggunakan layanannya kembali. Survei kepada 215 responden dilakukan dan dianalisis dengan metode SEM menggunakan SmartPLS 4. Hasil penelitian ini menunjukkan bahwa kualitas layanan dan perceived benefit berpengaruh terhadap customer satisfaction dan kemudian juga berpengaruh terhadap reuse intention.

.....Currently, online shopping in Indonesia is growing and is in demand by the public. One of these developments can be seen from the many companies that provide online grocery shopping services. Online grocery shopping is increasingly being used by people in Indonesia, especially during the recent Covid-19 pandemic. The challenge faced by these companies is to maintain the quality of their services both during the pandemic and after the pandemic, to ensure that customers are still satisfied and will return to using their online grocery shopping services. This study aims to look at the application of quality management in online grocery shopping and its impact on customer satisfaction and customer intentions to reuse the service again. A survey of 215 respondents was conducted and analyzed using the SEM method using SmartPLS 4. The results of this study indicate that service quality and perceived benefits have an effect on customer satisfaction and then also have an effect on reuse intention.