

# Pengaruh E-commerce Marketing Stimuli terhadap Trust, Customer Satisfaction, dan Customer Loyalty = Influence of E-commerce Marketing Stimuli on Trust, Customer Satisfaction, and Customer Loyalty

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## Abstrak

Perilaku konsumen secara konseptual dimulai dengan <em>marketing stimuli</em> yang kemudian berakhir dengan keputusan pembelian. Penelitian ini mencoba menganalisa pengaruh <em>e-service quality, reputation, web design, </em>dan<em> price, </em>terhadap<em> trust, customer satisfaction, </em>dan<em> customer loyalty</em>. Pada saat terjadinya fenomena pandemi Covid-19, pembeli terikat untuk dengan cepat beralih ke platform e-commerce untuk memenuhi kebutuhan sehari-hari, menyebabkan pergeseran perilaku konsumen. Survei terhadap 370 responden didapatkan melalui kuesioner online, dengan menggunakan metode kuantitatif dan data dianalisis menggunakan <em>Structural Equation Modelling</em> (SEM). Hasil penelitian ini menunjukkan bahwa <em>e-service quality, trust,</em> dan <em>price</em> berpengaruh terhadap <em>customer satisfaction</em>. Apabila e-commerce dapat merespons keluhan pelanggan serta memberikan pelayanan yang disesuaikan secara personal untuk memenuhi kebutuhan pelanggan, maka pelanggan kemungkinan akan merasa puas dengan layanan yang diberikan.

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Consumer behavior conceptually starts with marketing stimuli that then ends with purchasing decisions. This study attempts to analyze the effect of e-service quality, reputation, web design, and price on trust, customer satisfaction, and customer loyalty. At the beginning of Covid-19 pandemic, consumers were compelled to quickly switch to e-commerce platforms to fulfill their daily needs, leading to a shift in consumer behavior. A survey of 370 respondents was collected through an online questionnaire, using quantitative methods and data were analyzed using Structural Equation Modeling (SEM). The results of this study indicate that e-service quality, trust, and price have an influence on customer satisfaction. When e-commerce can respond to customer complaints and provide personalised services to meet customer needs, the customer is likely to be satisfied with the service provided.