

Analisis Pengaruh E-Service Quality terhadap Repurchase Intention melalui Customer Satisfaction (Studi pada JD.ID di Jabodetabek) = Effect of E-Service Quality on Repurchase Intention through Customer Satisfaction

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh E-Service Quality terhadap repurchase intention melalui customer satisfaction pada JD.ID. Penelitian dilakukan terhadap pengguna JD.ID di wilayah Jabodetabek. Penelitian ini menggunakan metode kuantitatif, structural equation modeling serta analisis jalur untuk metode penelitiannya. Hasil penelitian ini menunjukkan bahwa E-Service Quality mempunyai pengaruh terhadap customer satisfaction. E-Service Quality tidak memiliki pengaruh langsung terhadap repurchase intention. Akan tetapi penelitian ini menunjukkan pengaruh tidak langsung EService Quality terhadap repurchase intention melalui customer satisfaction.

.....The objective of this study is to analyse the effect of E-Service Quality on repurchase intention with customer satisfaction acts as a mediator on e-commerce JD.ID. The study was conducted on JD.ID customer in Jabodetabek area. This study is a quantitative research using structural equation modeling (SEM) and path analysis as the analysis methods. The study shows that E-Service Quality directly influences customer satisfaction but does not influence repurchase intention directly. However, when customer satisfaction acts as a mediating variable the study shows that E-Service Quality indirectly influence repurchase intention.