

ABSTRAK

Dalam penelitian ini akan membahas tentang bagaimana untuk meningkatkan pemahaman mengenai pengaruh antara *E-Service Quality*, *Perceived Service Value* dan *Customer Satisfaction*. Penelitian ini menggunakan objek *marketplace* Tokopedia yang merupakan *website marketplace* dengan pengunjung terbanyak pada tahun 2018 versi *iPrice.co.id*. Metode penelitian ini menggunakan survei kepada 157 responden yang kemudian di *filter* menjadi 152 responden yang pernah membeli produk di *website* tokopedia dalam 3 bulan terakhir. Data yang terkumpul dianalisis menggunakan *Structural Equation Modelling* (SEM) menggunakan AMOS 22.0 dan SPSS 20.0 . Hasil penelitian ini menemukan bahwa *e-service quality* memiliki pengaruh signifikan terhadap *perceived service value*, begitu juga *perceived service value* terhadap *customer satisfaction*, sedangkan *e-service quality* terhadap *customer satisfaction* pada Tokopedia tidak memiliki pengaruh secara langsung namun harus melalui *perceived service value* terlebih dahulu.

Kata kunci : *E-Service quality*, *customer satisfaction*, *perceived service value*, *customer value*, tokopedia

ABSTRACT

In this study, we will discuss how to increase understanding of the influence between E-Service Quality, Perceived Service Value and Customer Satisfaction. This research uses the Tokopedia marketplace as an object which is a marketplace website with the most visitors in 2018 based on the iPrice.co.id version. This research method uses a survey of 157 respondents which is filtered into 152 respondents who had purchased products on the tokopedia website in the last 3 months. The collected data was analyzed using Structural Equation Modeling (SEM) using AMOS 22.0 and SPSS 20.0. The results of this study found that e-service quality has a significant influence on perceived service value, as well as perceived service value for customer satisfaction, while e-service quality on customer satisfaction on Tokopedia does not have a direct influence but must be through perceived service value first.

Keywords: E-Service quality, customer satisfaction, perceived service value, customer value, tokopedia