

**PENGARUH *E-SERVICE QUALITY* TERHADAP *E-LOYALTY* MELALUI
E-TRUST DAN *E-SATISFACTION* PADA *ONLINE RETAILING SHOPEE*
DI SURABAYA**

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ABSTRAK

Penelitian ini membahas tentang pengaruh *Efficiency*, *Privacy*, *Reliability*, *Emotional Benefit*, dan *Customer Service* terhadap *E-trust*, *E-satisfaction*, *Behavioural Loyalty*, dan *Attitudinal Loyalty* pada *Online Retailing Shopee* di Surabaya. Jenis penelitian ini adalah *Basic Research* dan termasuk dalam penelitian kuantitatif dengan desain Kausal. Dalam penelitian ini, teknik pengambilan sampel yang digunakan adalah *non probability sampling* dengan teknik *purposive sampling*. Variabel Dependen yang digunakan adalah *Behavioural loyalty* dan *Attitudinal Loyalty*. Sedangkan variabel Independen yang digunakan adalah *efficiency*, *privacy*, *reliability*, *emotional benefit*, *customer service*. Dan untuk variabel *Intervening* yang digunakan adalah *e-trust* dan *e-satisfaction*.

Hasil penelitian ini menunjukkan dimensi *efficiency* memiliki pengaruh positif terhadap *e-satisfaction*, dimensi *efficiency* tidak memiliki pengaruh positif terhadap *e-trust*, dimensi *privacy* tidak memiliki pengaruh positif terhadap *e-satisfaction*, dimensi *privacy* memiliki pengaruh positif terhadap *e-trust*, dimensi *reliability* tidak memiliki pengaruh positif terhadap *e-satisfaction*, dimensi *reliability* tidak memiliki pengaruh positif terhadap *e-trust*, dimensi *emotional benefit* tidak memiliki pengaruh positif terhadap *e-satisfaction*, dimensi *emotional benefit* memiliki pengaruh positif terhadap *e-trust*, dimensi *customer service* tidak memiliki pengaruh positif terhadap *e-satisfaction*, dimensi *customer service* tidak memiliki pengaruh positif terhadap *e-trust*, *e-trust* tidak memiliki pengaruh positif terhadap *e-satisfaction*, *e-satisfaction* memiliki pengaruh positif terhadap *behavioural loyalty*, *e-satisfaction* tidak memiliki pengaruh positif terhadap *attitudinal loyalty*, *e-trust* memiliki pengaruh positif terhadap *behavioural loyalty*, *e-trust* tidak memiliki pengaruh positif terhadap *attitudinal loyalty*, *behavioural loyalty* memiliki pengaruh positif terhadap *attitudinal loyalty*.

Kata kunci : *Service quality*, *efficiency*, *privacy*, *reliability*, *emotional benefit*, *customer service*, *e-trust*, *e-satisfaction*, *behavioural loyalty*, *attitudinal loyalty*, *online retailing*, *variable intervening*.

THE EFFECT OF E-SERVICE QUALITY ON E-LOYALTY THROUGH E-TRUST AND E-SATISFACTION AT ONLINE RETAILING SHOPEE IN SURABAYA

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ABSTRACT

This study discusses the influence of Efficiency, Privacy, Reliability, Emotional Benefit, and Customer Service on E-trust, E-satisfaction, Behavioral Loyalty, and Attitudinal Loyalty at Online Retailing Shopee in Surabaya. This type of research is Basic Research and is included in quantitative research with a Causal design. In this study, the sampling technique used was non probability sampling with purposive sampling technique. Dependent variables used are Behavioral loyalty and Attitudinal Loyalty. While the independent variables used are efficiency, privacy, reliability, emotional benefits, customer service. And for the intervening variables used are e-trust and e-satisfaction.

The results of this study indicate that the efficiency dimension has a positive effect on e-satisfaction, the efficiency dimension has no positive effect on e-trust, the privacy dimension does not have a positive effect on e-satisfaction, the privacy dimension has a positive effect on e-trust, the reliability dimension has no effect. positive effect on e-satisfaction, the dimension of reliability has no positive influence on e-trust, the emotional benefit dimension does not have a positive effect on e-satisfaction, the emotional benefit dimension has a positive effect on e-trust, the customer service dimension does not have a positive effect on e-satisfaction. satisfaction, the dimension of customer service does not have a positive effect on e-trust, e-trust has no positive influence on e-satisfaction, e-satisfaction has a positive effect on behavioral loyalty, e-satisfaction has no positive effect on attitudinal loyalty, e-trust have a pengaru h is positive on behavioral loyalty, e-trust does not have a positive influence on attitudinal loyalty, behavioral loyalty has a positive effect on attitudinal loyalty.

Keywords: Service quality, efficiency, privacy, reliability, emotional benefits, customer service, e-trust, e-satisfaction, behavioral loyalty, attitudinal loyalty, online retailing, variable intervening.