

PENGARUH *E-SERVICE QUALITY* TERHADAP *E-LOYALTY* PADA *E-RETAILING* TIKET.COM DI INDONESIA

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ABSTRAK

Loyalitas merupakan perilaku konsumen yang dipengaruhi oleh kepuasan dan kepercayaan konsumen ketika melakukan transaksi online. Faktor yang berperan dalam meningkatkan kepuasan dan kepercayaan konsumen adalah aspek-aspek dalam *e-service quality*. Penelitian bertujuan untuk menelaah pengaruh faktor-faktor *e-service quality* yang terdiri dari *efficiency*, *privacy*, *reliability*, *emotional benefit* dan *customer service* terhadap *e-satisfaction* dan *e-trust*, serta implikasi *e-satisfaction* dan *e-trust* terhadap *behavioural loyalty* dan *attitudinal loyalty*. Pendekatan penelitian yang digunakan adalah pendekatan kuantitatif dengan teknik analisis *Structural Equation Modeling* (SEM). Sampel penelitian adalah 335 konsumen tiket.com. Variabel endogen adalah *e-satisfaction*, *e-trust*, *behavioural loyalty* dan *attitudinal loyalty*, sedangkan variabel eksogen terdiri dari *efficiency*, *privacy*, *reliability*, *emotional benefit* dan *customer service*. Hasil penelitian menunjukkan bahwa *efficiency* dan *privacy* tidak berpengaruh signifikan terhadap *e-satisfaction* dan *e-trust*, sedangkan *reliability*, *emotional benefit*, dan *customer service* berpengaruh signifikan positif terhadap *e-trust* dan *e-satisfaction*. *e-trust* juga berpengaruh signifikan positif terhadap *e-satisfaction*. *E-trust* dan *e-satisfaction* juga terbukti berpengaruh signifikan positif terhadap *behavioural loyalty* dan *attitudinal loyalty*, serta *behavioural loyalty* juga berpengaruh signifikan positif terhadap *attitudinal loyalty*.

Kata Kunci: *e-service quality*, *e-satisfaction*, *e-trust*, *behavioural loyalty* dan *attitudinal loyalty*

THE EFFECT OF E-SERVICE QUALITY ON E-LOYALTY ON TIKET.COM E-RETAILING IN INDONESIA

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ABSTRACT

Loyalty is consumer behavior that is influenced by consumer satisfaction and trust when making online transactions. Factors that play a role in increasing consumer satisfaction and trust are several aspects of e-service quality. This study aims to examine the influence of e-service quality factors consisting of efficiency, privacy, reliability, emotional benefits and customer service on e-satisfaction and e-trust, as well as the implications of e-satisfaction and e-trust on behavioral loyalty and attitudinal loyalty. The research used quantitative approach with Structural Equation Modeling (SEM) analysis. The research sample is 335 tiket.com consumers. Endogenous variables are e-satisfaction, e-trust, behavioral loyalty and attitudinal loyalty, while exogenous variables consist of efficiency, privacy, reliability, emotional benefits and customer service. The results of the study show that efficiency and privacy have no significant effect on e-satisfaction and e-trust, while reliability, emotional benefits, and customer service have a significant positive effect on e-trust and e-satisfaction. E-trust also has a significant positive effect on e-satisfaction. E-trust and e-satisfaction have also been shown to have a significant positive effect on behavioral loyalty and attitudinal loyalty, and behavioral loyalty has also had a significant positive effect on attitudinal loyalty.

Keywords: e-service quality, e-satisfaction, e-trust, behavioral loyalty and attitudinal loyalty