

PENGARUH *E-SERVICE QUALITY* TERHADAP *E-CUSTOMER LOYALTY* MELALUI *E-CUSTOMER SATISFACTION* PADA TOKO PSHOP DI *MARKETPLACE SHOPEE*

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui, menganalisis, dan menjelaskan (1) Pengaruh *E-Service Quality* terhadap *E-customer Satisfaction*, (2) pengaruh *E-customer Satisfaction* terhadap *E-customer Loyalty*, (3) Pengaruh langsung *E-Service Quality* terhadap *E-customer Loyalty*, (4) pengaruh tidak langsung *E-Service Quality* terhadap *E-customer Loyalty* melalui *E-customer Satisfaction* pada Toko Pshop di *marketplace shopee*.

Populasi dalam penelitian ini adalah konsumen Toko Pshop pada *marketplace shopee*. Jumlah sampel yang digunakan pada penelitian ini sebanyak 112 orang dengan menggunakan teknik simple random sampling. Teknik data dalam penelitian ini menggunakan *path analysis* serta menggunakan metode deskriptif dan verivikatif.

Skripsi ini diharapkan dapat memberikan sumbangan bagi pengembangan ilmu manajemen khususnya ilmu manajemen pemasaran, dan ilmu ekonomi pada umumnya. Hasil penelitian ini menunjukan bahwa (1) *E-Service Quality* berpengaruh positif terhadap *E-customer Satisfaction* dibuktikan dengan nilai t hitung sebesar 9.973 dengan tingkat signifikansi $0.000 < 0.05$ dan koefisien regresi sebesar 0.711 (2) *E-customer Satisfaction* berpengaruh positif terhadap *E-customer Loyalty* dibuktikan dengan nilai t hitung sebesar 17.029 dengan tingkat signifikansi $0.000 < 0.05$ dan koefisien regresi sebesar 0.799 (3) *E-Service Quality* berpengaruh positif langsung terhadap *E-customer Loyalty* dibuktikan dengan nilai t hitung sebesar 12.855 dengan tingkat signifikansi $0.000 < 0.05$ dan koefisien regresi sebesar 0.749 (4) Pengaruh tidak langsung *E-Service Quality* berpengaruh positif terhadap *E-customer Loyalty* melalui *E-customer Satisfaction* dengan nilai efek tidak langsung sebesar 0.568.

Kata Kunci : *E-service Quality*, *E-customer Satisfaction*, *E-customer Loyalty*

ABSTRACT

This study aims to determine, analyze, and explain (1) the effect of E-Service Quality on E-customer Satisfaction, (2) the effect of E-customer Satisfaction on E-customer Loyalty, (3) the direct effect of E-Service Quality on E-customers. customer Loyalty, (4) the indirect effect of E-Service Quality on E-customer Loyalty through E-customer Satisfaction at the Pshop Shop in the shopee marketplace.

The population in this study is the Pshop shop consumer on the shopee marketplace. The number of samples used in this study were 112 people using simple random sampling technique. The data technique in this study uses path analysis and uses descriptive and verification methods.

This thesis is expected to contribute to the development of management science, especially marketing management, and economics in general. The results of this study indicate that (1) E-Service Quality has a positive effect on E-customer Satisfaction as evidenced by the t-count value of 9973 with a significance level of $0.000 < 0.05$ and a regression coefficient of 0.711 (2) E-customer Satisfaction has a positive effect on E-customer Loyalty is evidenced by a t-count value of 17,029 with a significance level of $0.000 < 0.05$ and a regression coefficient of 0.799 (3) E-Service Quality has a direct positive effect on E-customer

Loyalty as evidenced by a t-count value of 12.855 with a significance level of $0.000 < 0.05$ and a regression coefficient of 0.749 (4) The indirect effect of E-Service Quality has a positive effect on E-customer Loyalty through E-customer Satisfaction with an indirect effect value of 0.568.

Keywords: E-service Quality, E-customer Satisfaction, E-customer Loyalty

