

**MODEL LOYALITAS MEREK  
BERDASARKAN KUALITAS PELAYANAN  
BERBASIS ELEKTRONIK  
(Studi Pada Pengguna *Marketplace* di Indonesia)**

**DISERTASI**

Diajukan untuk Memenuhi Salah Satu Syarat Memperoleh Gelar Doktor  
Pada Program Studi Doktor Manajemen



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Juli 2023

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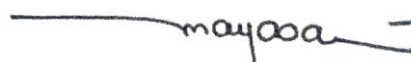
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## **KATA PENGANTAR**

Dengan segala kerendahan hati, penulis panjatkan puji syukur kepada Allah SWT atas karunia dan nikmat yang telah dilimpahkannya sehingga penulis dapat menyelesaikan penulisan disertasi dengan judul, “Model Loyalitas Merek Berdasarkan Kualitas Pelayanan Berbasis Elektronik (Studi Pada Pengguna *Marketplace* di Indonesia)”. Penulisan disertasi ini guna memenuhi persyaratan untuk mencapai gelar Doktor pada Program Studi Doktor Manajemen di Fakultas Ekonomi dan Bisnis Universitas Pendidikan Indonesia Bandung.

Dalam penulisan disertasi ini, penulis menyadari bahwa masih banyak kekurangan dan kelemahan yang memerlukan waktu dan proses sehingga menjadi sempurna. Untuk kesempurnaan disertasi ini segala saran dan kritik yang membangun tetap penulis harapkan. Akhir kata, semoga disertasi ini bermanfaat dapat dijadikan masukan bagi pengembangan ilmu pengetahuan dan penerapan pada industri *marketlace* di Indonesia. Aamiin.

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## ABSTRAK

Ari Arisman (NIM. 2010312), “**Model Loyalitas Merek Berdasarkan Kualitas Pelayanan Berbasis Elektronik (Studi Pada Pengguna Marketplace di Indonesia)**”, Promotor: Ratih Hurriyati, Disman, Chairul Furqon. Program Studi Doktor Manajemen, Universitas Pendidikan Indonesia

Konsumen millennial memiliki karakteristik yang berbeda dengan generasi-generasi sebelumnya karena peka terhadap teknologi yang mempermudah dalam mendapatkan informasi, dan menyebabkan mereka mengalami krisis loyalitas dalam perilakunya sebagai konsumen. Tujuan penelitian ini adalah untuk mengidentifikasi model loyalitas merek berdasarkan kualitas pelayanan berbasis elektronik (*e-Serqual*) pada *website/aplikasi marketplace* di Indonesia. Penelitian ini menawarkan kepuasan pelanggan untuk memperjelas keterkaitan antara *e-Serqual* dengan loyalitas. Selain itu, penelitian ini juga menawarkan inersia rasional pelanggan yang merupakan hasil sintesis dari *theory of planned behavior* dalam konsep inersia konsumen yang mampu memberikan gambaran utuh dalam pembentukan loyalitas merek, serta melibatkan daya tarik alternatif sebagai antecedent dari inersia rasionalitas pelanggan. Survey dilakukan kepada 312 responden millennial yang merupakan pengguna dari beberapa *website/aplikasi marketplace* yang ada di Indonesia, yang selanjutnya dianalisis menggunakan alat analisis *Structural Equation Model* (SEM). Hasil penelitian menunjukkan bahwa *e-Serqual* yang baik dapat menciptakan kepuasan pelanggan yang tinggi. Kepuasan terbukti dapat mempengaruhi inersia rasional pelanggan meskipun adanya daya tarik alternatif yang tinggi dari pesaing. Ketika pengguna *website/aplikasi marketplace* sudah berada pada fase inersia rasional, maka mereka akan menjadi loyal pada merek *platform marketplace* tertentu. Oleh karena itu, model loyalitas merek tercipta ketika suatu *platform marketplace* dapat memberikan *e-Serqual* yang mampu memuaskan penggunanya, sehingga mereka akan muncul perilaku inersia rasional yang menjadi modal dasar dari loyalitas merek *platform marketplace*.

*Kata kunci* : *e-serqual*, kepuasan pelanggan, inersia rasional pelanggan, loyalitas merek.

## **ABSTRACT**

*Ari Arisman (NIM. 2010312), “Brand Loyalty Model Based On Electronic Services Quality (Study on Marketplace Users in Indonesia)”, Promotor: Ratih Hurriyati, Disman, Chairul Furqon. Management Doctoral Program, Universitas Pendidikan Indonesia.*

*Millennial consumers have different characteristics from previous generations because they are sensitive to technology, which makes it easier to get information, and causes them to experience a loyalty crisis in their behavior as consumers. This study aimed to identify a model of brand loyalty based on electronic service quality (e-Serqual) on marketplace websites/applications in Indonesia. This research offers customer satisfaction to clarify the relationship between e-Serqual and loyalty. In addition, this research also offers customer rational inertia, which is the result of a synthesis of the theory of planned behavior in the concept of consumer inertia which can provide a complete picture of the formation of brand loyalty and involves alternative attractiveness as an antecedent of customer rationality inertia. The survey was conducted on 312 millennial respondents who are users of several marketplace websites/applications in Indonesia, which were then analyzed using the Structural Equation Model (SEM) analysis tool. The study results show that a good e-Serqual can create high customer satisfaction. Satisfaction is proven to affect the rational inertia of customers despite the high attractiveness of alternatives from competitors. When website/marketplace application users are in the rational inertia phase, they will become loyal to certain marketplace platform brands. Therefore, a brand loyalty model is created when a marketplace platform can provide e-Serqual that can satisfy its users so that they will appear rational inertia behavior which is the essential factor of marketplace platform brand loyalty.*

*Keywords : e-serqual, customer satisfaction, customer rational inertia, brand loyalty.*

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