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PENGARUH *E-SERVICE QUALITY* TERHADAP *ELECTRONIC WORD OF MOUTH (E-WOM)* MELALUI *E-SATISFACTION* PADA PENGGUNA MEDIA *OVER THE TOP (OTT)* NETFLIX

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat Menempuh Ujian Sidang
Sarjana Pendidikan Program Studi Pendidikan Bisnis



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2024

PENGARUH *E-SERVICE QUALITY* TERHADAP *ELECTRONIC WORD OF MOUTH (E-WOM)* MELALUI *E-SATISFACTION* PADA PENGGUNA MEDIA *OVER THE TOP (OTT)* NETFLIX

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Sebuah skripsi yang diajukan untuk salah satu syarat memperoleh gelar Sarjana Pendidikan pada Program Studi Pendidikan Bisnis

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Januari 2024

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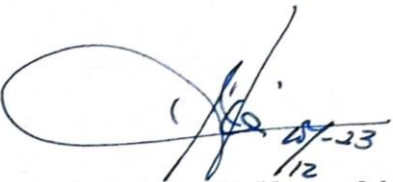
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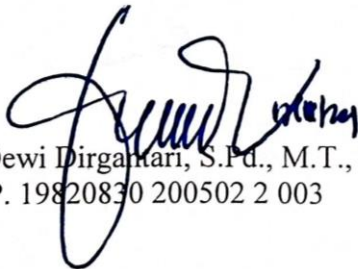
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PERNYATAAN KEASLIAN SKRIPSI

Dengan ini saya menyatakan bahwa skripsi dengan judul “Pengaruh *E-Service Quality* terhadap *Electronic Word of Mouth* (E-WOM) melalui *E-Satisfaction* pada Pengguna Media *Over The Top* (OTT) Netflix” ini beserta seluruh isinya adalah benar-benar karya saya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan. Atas pernyataan ini, saya siap menanggung risiko/sanksi apabila di kemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya saya ini.

Bandung, 7 Januari 2024

The image shows a handwritten signature in black ink that reads "Nisha Aulya Tjasbari". To the right of the signature is a square QR code with a pink and white pattern. The QR code is partially overlaid by the signature.

Nisha Aulya Tjasbari

ABSTRAK

Nisha Aulya Tjasbari (1903002) “**Pengaruh *E-Service Quality* terhadap *Electronic Word of Mouth (E-WOM)* melalui *E-Satisfaction* pada Pengguna *Media Over The Top (OTT) Netflix*” di bawah bimbingan Dr. Lili Adi Wibowo, S.Pd.S.Sos, M.M., dan Dr. H. Rd. Dian H. Utama, M.Si.**

Penelitian ini bertujuan untuk memperoleh gambaran *e-service quality* terhadap E-WOM melalui *e-satisfaction* pada Pengguna *Media Over The Top (OTT) Netflix*. Pendekatan pada penelitian ini menggunakan metode kuantitatif, dengan mengumpulkan data dari 200 responden yang dipilih secara acak dari total populasi Komunitas Netflix Indonesia sebanyak 20.045 anggota. Teknik sampel yang digunakan adalah *simple random sampling* melalui distribusi kuesioner. Analisis data dilakukan dengan menerapkan teknik deskriptif dan verifikatif melalui *Structural Equation Modeling (SEM)* menggunakan perangkat lunak AMOS. Hasil penelitian menunjukkan bahwa *e-service quality* berpengaruh positif dan signifikan terhadap E-WOM melalui *e-satisfaction*, tetapi *e-service quality* tidak berpengaruh langsung terhadap E-WOM. Kesimpulan ini menunjukkan bahwa penerapan *e-service quality* dapat meningkatkan E-WOM melalui peran mediasi *e-satisfaction* pada pengguna Netflix.

Kata Kunci: *e-service quality, e-wom, e-satisfaction*

ABSTRACT

Nisha Aulya Tjasbari (1903002) “*The Influence of E-Service Quality on Electronic Word of Mouth (E-WOM) through E-Satisfaction on Over The Top (OTT) Netflix Media Users*” under the guidance of Dr. Lili Adi Wibowo, S.Pd., S.Sos., M.M., and Dr. H. Rd. Dian H. Utama, M.Si.

This study aims to obtain an overview of e-service quality on E-WOM through e-satisfaction on Netflix Over The Top (OTT) Media Users. This approach uses quantitative methods, by collecting data from 200 respondents randomly selected from the total population of the Indonesian Netflix Community of 20,045 members. The sample technique used was simple random sampling through questionnaire distribution. Data analysis was carried out by applying descriptive and verification techniques through Structural Equation Modeling (SEM) using AMOS software. The results showed that e-service quality has a positive and significant effect on E-WOM through e-satisfaction, but e-service quality has no direct effect on E-WOM. This conclusion shows that the application of e-service quality can increase E-WOM through the mediating role of e-satisfaction in Netflix users.

Keywords: e-service quality, e-wom, e-satisfaction

KATA PENGANTAR

Puji syukur saya panjatkan kehadirat Tuhan Yang Maha Esa, atas segala rahmat, petunjuk, dan karunia-Nya, skripsi dengan judul “Pengaruh *E-Service Quality* terhadap *Electronic Word of Mouth* (E-WOM) melalui *E-Satisfaction* pada Pengguna Media *Over The Top* (OTT) Netflix” dapat diselesaikan. Penyusunan skripsi ini tidak terlepas dari bantuan, dukungan, dan motivasi dari berbagai pihak. Skripsi ini menjadi wujud dari upaya, ketekunan, dan dedikasi dalam menggali serta mengembangkan pemahaman terhadap topik penelitian.

Proses penyusunan skripsi ini memberikan wawasan dan menjadi langkah awal dalam eksplorasi lebih lanjut terhadap isu-isu relevan. Penulis berkomitmen menyusun skripsi ini dengan sebaik mungkin, agar dapat memberikan referensi dalam literatur akademis dan landasan untuk memahami aspek-aspek dalam penelitian lebih lanjut. Penulis menyadari adanya kekurangan dan kesalahan, dengan kerendahan hati, penulis mengundang kritik dan saran sebagai bahan perbaikan yang bermanfaat untuk kemajuan dalam bidang ilmu pengetahuan.

Bandung, 9 Januari 2024

Penulis

Nisha Aulya Tjasbari

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Bandung, 9 Januari 2024

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