

**PENGARUH *E-SERVICE QUALITY* DALAM
MENINGKATKAN *ONLINE REPURCHASE INTENTION*
MELALUI *E-SATISFACTION***

(Survei terhadap Pengguna *E-Commerce* Blibli di Indonesia)

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat
Memperoleh Gelar Sarjana Pendidikan



Oleh
Gadis Almira Juliani
NIM. 1909230

**PROGRAM STUDI PENDIDIKAN BISNIS
FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
2024**

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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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Agustus 2024

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LEMBAR PENGESAHAN
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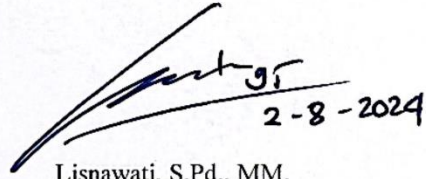
Skripsi ini disetujui dan disahkan oleh:

Pembimbing I




Dr. Bambang Widjajanta, MM.
NIP. 19611022 198903 1 002

Pembimbing 2



Lisnawati, S.Pd., MM.
NIP. 19850112 201012 2 005

Mengetahui,
Ketua Program Studi Pendidikan Bisnis



Dr. Puspo Dewi Dirgantari, S.Pd., MT., MM
NIP. 19870830 200502 2 003

Tanggung Jawab Yuridis
Ada Pada Penulis



Gadis Almira Juliani
NIM. 1909230

PERNYATAAN KEASLIAN ISI SKRIPSI

Dengan ini menyatakan bahwa skripsi dengan judul “*Pengaruh E-Service Quality dalam Meningkatkan Online Repurchase Intention melalui E-Satisfaction (Survei terhadap Pengguna E-Commerce Blibli di Indonesia)*” beserta seluruh isinya adalah benar-benar karya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika keilmuan yang berlaku dalam masyarakat dan keilmuan.

Atas pernyataan ini, saya siap menanggung risiko ataupun sanksi yang dijatuhkan kepada saya apabila kemudian adanya pelanggaran terhadap etika keilmuan dalam karya saya ini, atau ada klaim dari pihak lain terhadap keaslian karya ini.

Bandung, 4 Agustus 2024
Yang Membuat Pernyataan



Gadis Almira Juliani
NIM. 1909230

ABSTRAK

Gadis Almira Juliani (1909230) **“Pengaruh E-Service Quality dalam Meningkatkan Online Repurchase Intention melalui E-Satisfaction”** di bawah bimbingan Dr. Bambang Widjajanta, M.M dan Lisnawati S.Pd., M.M.

Penelitian ini bertujuan untuk memperoleh temuan mengenai gambaran dan pengaruh *e-service quality* terhadap *online repurchase intention* melalui *e-satisfaction* pada pengguna *e-commerce* Blibli Indonesia. Penelitian ini menggunakan metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Populasi dalam penelitian ini berjumlah 10.000.000 orang dengan sampel berjumlah 200 responden pengguna Blibli Indonesia dengan menggunakan teknik penarikan sampel *non-probability sampling* berupa *purposive sampling*. Data diolah secara statistik dengan menggunakan metode *Structural Equation Model* (SEM). Hasil temuan pada penelitian ini menunjukkan bahwa gambaran *e-service quality*, *e-satisfaction*, dan *online repurchase intention* berada pada kategori tinggi. *E-service quality* memiliki pengaruh positif dan signifikan terhadap *online repurchase intention* melalui *e-satisfaction*, hasil pengaruh langsung menemukan bahwa *e-service quality* tidak memiliki pengaruh signifikan terhadap *online repurchase intention*. Temuan pada penelitian ini memperkuat urgensi bahwa keberadaan *e-service quality* dapat membangun *e-satisfaction* yang berdampak dalam meningkatkan *online repurchase intention* pada pengguna *e-commerce* Blibli di Indonesia.

Kata Kunci: *E-commerce*, *e-service quality*, *e-satisfaction*, *online repurchase intention*

ABSTRACT

Gadis Almira Juliani (1909230) ***“Pengaruh E-Service Quality dalam Meningkatkan Online Repurchase Intention melalui E-Satisfaction”*** under the guidance of Dr. Bambang Widjajanta, M.M dan Lisnawati S.Pd., M.M.

The research aims to obtain an overview and influence of e-service quality on online repurchase intention through e-satisfaction for Blibli Indonesia users. This research uses descriptive and verification methods with a quantitative approach. The population in this study amounted to 10.000.000 people with a sample 200 Blibli Indonesia user respondent using non-probability sampling techniques in the forms of purposive sampling. The data were statistically processed using the Structural Equation Modeling (SEM) method. The findings of this study indicate that the description of e-service quality, e-satisfaction, and online repurchase intention is in the high category. E-service quality has a positive and effect on online repurchase intention through e-satisfaction, the result of the direct effect found that e-service quality does not have significant effect on online repurchase intention. The findings in this study reinforce the urgency that the existence of e-service quality can build e-satisfaction which has an impact on increasing online repurchase intention for Blibli e-commerce users in Indonesia.

Keywords: E-commerce, e-service quality, e-satisfaction, online repurchase intention

KATA PENGANTAR

Puji dan syukur tak henti penulis panjatkan kehadirat Allah SWT, karena berkat limpahan rahmat dan karunia-Nya penulis dapat menyelesaikan skripsi yang berjudul “Pengaruh *E-Service Quality* dalam Meningkatkan *Online Repurchase Intention* melalui *E-Satisfaction* (Survei terhadap Pengguna *E-Commerce* Blibli di Indonesia)” sebagai salah satu syarat untuk memperoleh gelar sarjana pada Program Studi Pendidikan Bisnis Universitas Pendidikan Indonesia. Penyusunan skripsi ini dilakukan untuk memperoleh hasil temuan mengenai gambaran *e-service quality*, *e-satisfaction*, dan *online repurchase intention*, serta pengaruh *e-service quality* terhadap *online repurchase intention* melalui *e-satisfaction*, pengaruh *e-service quality* terhadap *e-satisfaction*, pengaruh *e-satisfaction* terhadap *online repurchase intention*, pengaruh *e-service quality* terhadap *online repurchase intention*.

Penulis beranggapan bahwa skripsi ini merupakan sebuah karya yang diupayakan dengan sebaik-baiknya yang dapat penulis persembahkan. Namun, penulis menyadari bahwa penulisan skripsi ini tidak menutup kemungkinan masih terdapat banyak sekali kekurangan di dalamnya, yang dapat disebabkan oleh keterbatasan penulis dalam hal kemampuan, pengetahuan, dan pengalaman. Oleh karena itu, penulis sangat mengharapkan kritik dan saran yang bermanfaat untuk menjadi landasan perbaikan penulisan selanjutnya. Akhir kata, penulis berharap skripsi ini dapat memberikan manfaat dan kontribusi bagi kemajuan dunia *marketing modern* terutama dalam *service marketing* yang berkorelasi dengan *online consumer behaviour*, dan pendidikan khususnya untuk melaksanakan penelitian lanjutan.

Bandung, 4 Agustus 2024

Penulis
Gadis Almira Juliani

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Penulis
Gadis Almira Juliani

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