

**PENGARUH E-SERVQUAL DAN E-CRM TERHADAP
CUSTOMER ENGAGEMENT
(Survei pada Pelanggan Tiket.com)**

SKRIPSI

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



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UNIVERSITAS PENDIDIKAN INDONESIA
2025**

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Sebuah skripsi yang diajukan untuk salah satu syarat memperoleh gelar Sarjana
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Universitas Pendidikan Indonesia
Januari 2025

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CUSTOMER ENGAGEMENT
(Survei pada Pelanggan Tiket.com)**

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Menyatakan dengan sesungguhnya bahwa skripsi dengan judul **“Pengaruh E-SERVQUAL dan E-CRM terhadap *Customer Engagement* (Survei pada Pelanggan Tiket.com)”** ini beserta seluruh isinya adalah benar-benar karya saya sendiri. 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 dan sanksi yang dijatuhkan kepada saya apabila di kemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya yang saya buat ini.

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ABSTRAK

Mutiara Chaivazahra Putri Soleh (2107554) “**Pengaruh E-SERVQUAL dan E-CRM terhadap *Customer Engagement* (Survei pada Pelanggan Tiket.com)**” di bawah bimbingan Dr. Lili Adi Wibowo, S.Pd., S.Sos., M.M. dan Dr. Bambang Widjajanta, M.M.

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh dari E-SERVQUAL dan E-CRM terhadap *Customer Engagement* pada pelanggan Tiket.com. Penelitian ini menggunakan jenis penelitian deskriptif dan verifikatif dengan pendekatan kuantitatif serta metode *explanatory survey*. Teknik pengumpulan sampel menggunakan *simple random sampling* dengan ukuran sampel sebanyak 348 responden yang merupakan pelanggan Tiket.com. Data diolah secara statistik menggunakan metode *Structural Equation Modelling* (SEM). Hasil temuan pada penelitian ini menemukan bahwa gambaran E-SERVQUAL, E-CRM, dan *customer engagement* berada pada kategori tinggi. E-SERVQUAL dan E-CRM memiliki pengaruh signifikan terhadap *customer engagement*. Temuan ini menunjukkan bahwa penerapan E-SERVQUAL dan E-CRM akan mendorong *customer engagement* pada pelanggan Tiket.com. Berdasarkan hasil penelitian, peneliti merekomendasikan agar dapat mempertahankan dan meningkatkan *customer engagement* melalui program-program komunitas yang meningkatkan interaksi pelanggan, serta mengadakan kegiatan atau acara offline yang melibatkan pelanggan agar mampu menciptakan hubungan yang lebih erat serta memperkuat loyalitas pelanggan terhadap Tiket.com.

Kata Kunci: E-SERVQUAL, E-CRM, *customer engagement*

ABSTRACT

Mutiara Chaivazahra Putri Soleh (2107554) ***“The Influence of E-SERVQUAL and E-CRM on Customer Engagement (Survey on Tiket.com Customers)”*** under the guidance of Dr. Lili Adi Wibowo, S.Pd., S.Sos., M.M. and Dr. Bambang Widjajanta, M.M.

This study aims to obtain an overview and influence of E-SERVQUAL and E-CRM on Customer Engagement among Tiket.com customers. The research employs descriptive and verification methods with a quantitative approach, utilizing an explanatory survey method. The sample collection technique used is simple random sampling, with a sample size of 348 respondents who are Tiket.com customers. Data is statistically processed using Structural Equation Modeling (SEM). The findings of this study reveal that E-SERVQUAL, E-CRM, and customer engagement are all categorized as high. E-SERVQUAL and E-CRM have a significant impact on customer engagement. These findings indicate that the implementation of E-SERVQUAL and E-CRM will encourage customer engagement among Tiket.com customers. Based on the results of the study, researchers recommend maintaining and enhancing customer engagement through community programs that increase customer interaction, as well as organizing offline events involving customers to foster stronger relationships and strengthen customer loyalty towards Tiket.com.

Keywords: E-SERVQUAL, E-CRM, customer engagement

KATA PENGANTAR

Puji dan syukur penulis panjatkan kepada Tuhan Yang Maha Esa karena dengan rahmat, karunia, dan kehendak-Nya penulis dapat menyelesaikan skripsi “Pengaruh E-SERVQUAL dan E-CRM terhadap *Customer Engagement* (Survei pada Pelanggan Tiket.com)” yang sebagai salah satu syarat menempuh ujian sidang Sarjana Pendidikan, Program Studi Pendidikan Bisnis, Universitas Pendidikan Indonesia. Penyusunan skripsi ini dilakukan untuk memperoleh temuan mengenai gambaran E-SERVQUAL, E-CRM dan *customer engagement*, serta pengaruh E-SERVQUAL dan E-CRM terhadap *customer engagement*.

Penulis menyadari bahwa skripsi ini masih memiliki kekurangan, sehingga saran dan kritik dari pembaca sangat diharapkan sebagai bahan evaluasi untuk penulisan selanjutnya. Penulis telah berusaha secara optimal dalam Menyusun skripsi ini, dengan harapan dapat memberikan manfaat dan kontribusi bagi kemajuan dunia pemasaran digital, terutama di bidang *relationship marketing* dan pendidikan.

Bandung, Januari 2025

Penulis
Mutiar Chaivazahra Putri Soleh

UCAPAN TERIMA KASIH

Puji dan syukur penulis panjatkan kehadirat Tuhan Yang Maha Esa karena rahmat dan karunia-Nya penulis dapat menyelesaikan skripsi ini yang disusun dalam rangka memenuhi salah satu syarat memperoleh gelar Sarjana Pendidikan pada Program Studi Pendidikan Bisnis. Penulis menyadari bahwa dalam proses penyusunan skripsi ini tidak lepas dari adanya kerjasama dan dukungan dari berbagai pihak. Oleh karena itu, dalam kesempatan ini penulis menyampaikan terima kasih sebesar-besarnya dan penghargaan yang setinggi-tingginya kepada pihak-pihak berikut ini:

1. Bapak Prof. Dr. H. M. Solehuddin, M.Pd., M.A., selaku Rektor Universitas Pendidikan Indonesia, penulis ucapkan terima kasih atas kesempatan yang telah diberikan untuk menempuh pendidikan di Universitas Pendidikan Indonesia. Penulis juga menghaturkan rasa hormat atas komitmen beliau dalam menciptakan lingkungan akademik yang aman, nyaman, dan mendukung proses belajar, berkembang, serta eksplorasi ilmu pengetahuan.
2. Ibu Prof. Dr. Hj. Ratih Hurriyati, M.P., selaku Dekan periode 2025-2029 Fakultas Pendidikan Ekonomi dan Bisnis Universitas Pendidikan Indonesia, Penulis mengucapkan selamat atas dilantikannya Ibu sebagai Dekan FPEB. Semoga Ibu dapat menjalankan amanah ini dengan penuh kebijaksanaan dan membawa fakultas menuju pencapaian yang lebih gemilang di masa mendatang.
3. Bapak Prof. Dr. H. Eeng Ahman, M.S., selaku Dekan Fakultas Pendidikan Ekonomi dan Bisnis Universitas Pendidikan Indonesia 2020-2024, Penulis mengucapkan terima kasih yang sebesar-besarnya atas dedikasi dan pengabdianannya, serta kesempatan yang telah Bapak berikan kepada penulis untuk menempuh pendidikan di fakultas yang Bapak pimpin merupakan suatu kehormatan dan anugerah yang tidak ternilai.
4. Ibu Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M., selaku Ketua Program Studi Pendidikan Bisnis Universitas Pendidikan Indonesia, penulis ucapkan terima kasih atas motivasi dan arahan yang telah diberikan selama masa studi.

Semoga Tuhan Yang Maha Esa melimpahkan keberkahan, kesehatan, dan kelancaran dalam kehidupan beliau.

5. Bapak Dr. Bambang Widjajanta, M.M., selaku Ketua Tim Pengembangan Penulisan Skripsi Program Studi Pendidikan Bisnis Universitas Pendidikan Indonesia, dosen pembimbing II, dan juga selaku dosen pembimbing akademik, penulis ucapkan terima kasih atas bimbingan, arahan, motivasi, serta fasilitas yang telah diberikan, baik selama proses penyelesaian skripsi maupun dalam perjalanan akademik. Semoga beliau senantiasa diberkahi oleh Tuhan Yang Maha Esa dan diberikan kesehatan serta kelancaran dalam setiap langkah kehidupan.
6. Bapak Dr. Lili Adi Wibowo, S.Pd., S.Sos., M.M., selaku Dosen Pembimbing I, penulis ucapkan terima kasih yang sebesar-besarnya atas bimbingan, kesabaran, ketelitian, serta motivasi yang telah diberikan selama proses penulisan skripsi. Semoga beliau senantiasa menjadi teladan yang inspiratif, serta diberikan perlindungan, kebahagiaan, kesehatan, dan kelancaran dalam setiap urusan oleh Tuhan Yang Maha Esa.
7. Segenap dosen dan staf Program Studi Pendidikan Bisnis, FPEB UPI, penulis sampaikan rasa terima kasih yang mendalam atas ilmu, motivasi, dan arahan yang telah diberikan selama masa perkuliahan. Semoga segala ilmu yang diberikan dapat penulis aplikasikan dengan baik, dan semoga Tuhan Yang Maha Esa membalas segala kebaikan dengan limpahan pahala yang berlipat ganda.
8. Orang tua tersayang Bapak H. Idi Supriyadi dan Ibu Hj. Iva Syarifa, penulis haturkan rasa syukur dan terima kasih yang tiada terhingga atas segala cinta, doa, dukungan, dan pengorbanan yang telah diberikan sepanjang hidup ini. Bapak dan Ibu adalah sumber inspirasi dan kekuatan bagi penulis untuk terus belajar dan berusaha. Segala keberhasilan yang penulis capai hingga saat ini tidak akan terwujud tanpa kasih sayang, nasihat, serta keikhlasan yang tak pernah putus dari Bapak dan Ibu. Semoga Tuhan Yang Maha Esa senantiasa melimpahkan kesehatan, kebahagiaan, serta keberkahan dalam kehidupan Bapak dan Ibu. Dengan penuh kerendahan hati, penulis persembahkan karya ini sebagai wujud bakti dan rasa terima kasih kepada Bapak dan Ibu tercinta.

9. Kakak-kakak tercinta, Intan Putri Wandiva Soleh, Renaldy Fachrezzy Mochammad Soleh, Yudi Christian, dan Indri Ardiyanti, penulis sampaikan rasa terima kasih yang tulus atas dukungan, motivasi, dan kasih sayang yang telah diberikan selama ini. Kehadiran kalian menjadi sumber semangat dan inspirasi bagi penulis untuk terus berjuang dan menyelesaikan pendidikan ini. Terima kasih atas perhatian, bantuan, dan kebersamaan yang selalu menguatkan langkah penulis. Semoga Tuhan Yang Maha Esa senantiasa melimpahkan kebahagiaan, kesehatan, dan kesuksesan dalam kehidupan kalian semua.
10. Teman-teman terdekat Sherly Aulia Nur Rizky, Rizky Nurbayani Muhari, Levina Syafin Tejasukmana, Nadzifa Nur Huwaida, Rosa Choerunnisa, Zasmin Aufania Putri, Siti Sajaa Sri Wahyuni, Mufidah Zahroh, Novy Fitria Wahyuni, Raudhatul Mawaddah, Mega Tri Nadya, dan Najwa Salim, penulis sampaikan rasa terima kasih yang mendalam atas dukungan, kebersamaan, dan semangat yang selalu diberikan selama perjalanan ini. Kehadiran kalian memberikan warna dan kebahagiaan tersendiri dalam hidup penulis, serta menjadi sumber kekuatan untuk terus melangkah. Terima kasih atas tawa, cerita, dan segala bantuan yang tak ternilai. Semoga persahabatan ini senantiasa terjaga, dan Tuhan Yang Maha Esa melimpahkan keberkahan, kebahagiaan, serta kesuksesan dalam hidup kalian semua. Karya ini penulis persembahkan sebagai wujud penghargaan dan cinta untuk teman-teman terbaik.

Sebagai penutup, penulis menyampaikan rasa terima kasih yang sebesar-besarnya kepada seluruh pihak yang tidak dapat disebutkan satu per satu atas segala kontribusi dan dukungan yang telah diberikan. Segala bantuan, arahan, dan dorongan yang diterima menjadi pondasi yang kokoh dalam menyelesaikan proses penyusunan skripsi ini. Semoga segala kebaikan yang telah diberikan mendapatkan balasan terbaik dari Tuhan Yang Maha Esa.

Bandung, Januari 2025

Penulis

Mutiara Chaivazahra Putri Soleh

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