

**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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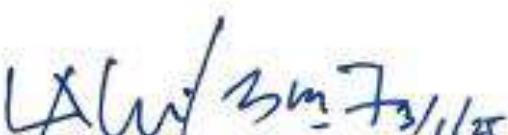
LEMBAR PENGESAHAN

PENGARUH E-SERVQUAL DAN E-CRM TERHADAP *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.

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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*

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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.

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