

PENGARUH *E-SERVICE QUALITY* TERHADAP *BEHAVIORAL INTENTION*

(Survei Pada *Member Online Hijup.com*)

SKRIPSI

Diajukan untuk Memperoleh Gelar Sarjana Pendidikan
Pada Program Studi Pendidikan Bisnis



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**PRODI PENDIDIKAN BISNIS
FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
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Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar Sarjana Pendidikan pada Fakultas Pendidikan Ekonomi dan Bisnis

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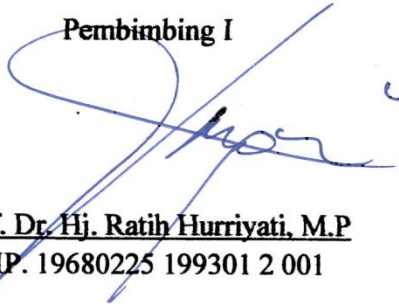
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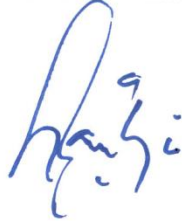
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ABSTRAK

Siti Noviyanti (1501069), “**Pengaruh *E-Service Quality* terhadap *Behavioral Intention* (Survei pada Member *Online Hijup.com*)**”. Di bawah bimbingan Prof. Dr. Hj. Ratih Hurriyati, M.P. dan Drs. Girang Razati, M.Si..

Penelitian ini diadakan untuk mengetahui gambaran pengaruh *e-service quality* dan *behavioral intention* survei pada member *online Hijup.com*. Jenis penelitian yang digunakan adalah deskriptif verifikatif maka metode yang digunakan adalah *explanatory survey*. Objek penelitian yang menjadi variabel terikat adalah *behavioral intention* (Y) serta *e-service quality* (X) sebagai variabel bebas. Populasi dalam penelitian ini adalah member *online Hijup.com*. Pengambilan sampel dalam penelitian ini menggunakan metode *simple random sampling* dengan menggunakan teknik analisis Jalur (*path analysis*) terhadap 135 member *online Hijup.com* dengan alat bantu *software* komputer SPSS 24.0 *for Windows*. Berdasarkan hasil penelitian secara keseluruhan nilai perhitungan yang diperoleh melalui analisis jalur lebih besar dibandingkan dengan yang terdapat pada tabel. Artinya secara keseluruhan terdapat pengaruh yang signifikan dari *e-service quality* terhadap *behavioral intention*. Dalam upaya meningkatkan *behavioral intention*, pihak perusahaan harus senantiasa meningkatkan pelayanan *Efficiency, Fulfillment, System Availability, dan Privacy* yang baik. *E-service quality* dan *behavioral intention* sebagai variabel yang berpengaruh dominan harus tetap dapat dikendalikan secara langsung oleh perusahaan.

Kata Kunci: *E-Service Quality, Behavioral Intention, E-Commerce*

ABSTRACT

Siti Noviyanti (1501069), “The Influence of E-Service Quality towards Behavioral Intention (Survey on Hijup.com online members)”. Under Supervision of Prof. Dr. Hj. Ratih Hurriyati, M.P. and Drs. Girang Razati, M.Si..

This research was conducted to describe the influence of e-service quality and behavioral intention survey on online members Hijup.com. The type of research used is descriptive and verification. The method used is explanatory survey with quota sampling technique and a total sample of 135 respondents. The object of research that the dependent variable is behavioral intention (Y) and e-service quality (X) as independent variables. Based on the results of the research the value of the calculation obtained through path analysis is greater than that found in the table. This is means that there is a significant effect of e-service quality on behavioral intention. For the effort to improve behavioral intention, the company must always improve their Efficiency, Fulfillment, System Availability, and Privacy services. E-service quality and behavioral intention as the dominant influential variable must still be directly controlled by the company.

Keyword: E-Service Quality, Behavioral Intention, E-Commerce

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