

**ANALISIS *E-SERVICE QUALITY* DAN *E-TRUST* TERHADAP *E-SATISFACTION* SERTA IMPLIKASINYA PADA *E-LOYALTY*
(Survei Terhadap Pelanggan *Marketplace* Di Forum Belanja *Online*
Indonesia)**

TESIS

Diajukan Untuk Memenuhi Sebagian Syarat Untuk Memperoleh Gelar Magister
Manajemen Dengan Konsentrasi Manajemen Pemasaran



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**PROGRAM STUDI MANAJEMEN
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Sebuah tesis yang diajukan untuk memenuhi salah satu syarat memperoleh gelar Magister
Manajemen pada Sekolah Pascasarjana

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**ANALISIS *E-SERVICE QUALITY* DAN *E-TRUST* TERHADAP *E-SATISFACTION* SERTA IMPLIKASINYA PADA *E-LOYALTY*
(Survei Terhadap Pelanggan *Marketplace* di Forum Belanja *Online*
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ABSTRAK

Abdul Karim Hisyam Jaelani (1706588). “Analisis *E-service quality* dan *E-trust* terhadap *E-satisfaction* serta Implikasinya pada *E-loyalty* (Survei terhadap Pelanggan *Marketplace* di Forum Belanja *Online* Indonesia)”, dibawah bimbingan Dr. Lili Adi Wibowo., S.Sos., S.Pd., M.M. dan Dr. Puspo Dewi Dirgantari., M.T., M.M.

Pertumbuhan industri *E-commerce* khususnya *Marketplace* di Indonesia semakin kompetitif. Kini ada lima perusahaan *Marketplace* besar yang bersaing dalam memperebutkan konsumen digital di Indonesia, perusahaan tersebut diantaranya Tokopedia, Shopee, Bukalapak, Lazada dan Blibli yang selama lima tahun terakhir menduduki peringkat lima besar. Ditengah persaingan *Marketplace* untuk mendapatkan porsi konsumen paling besar, isu loyalitas pelanggan (*E-loyalty*) serta kepuasan pelanggan (*E-satisfaction*) menjadi fokus utama. Adapun upaya perusahaan dengan melakukan perbaikan kualitas layanan (*E-service quality*) dan menciptakan kepercayaan pelanggan (*E-trust*) merupakan solusi bagi setiap perusahaan *Marketplace*. Penelitian ini bertujuan mengukur seberapa besar pengaruh *E-service quality* dan *E-trust* terhadap *E-satisfaction* serta implikasinya pada *E-loyalty* pelanggan *Marketplace*. Jenis penelitian ini adalah deskriptif verifikatif dan metode *explanatory survey* dengan teknik *cluster sampling*, dengan jumlah sampel sebanyak 400 responden pelanggan *Marketplace*. Teknik analisis data yang digunakan adalah *path analysis* dengan alat bantu SPSS 25.0. Hasil menunjukkan bahwa terdapat pengaruh positif diantara *E-service quality* dan *E-trust* terhadap *E-loyalty* melalui *E-satisfaction* pelanggan *Marketplace*.

Kata kunci: *E-service quality, E-trust, E-satisfaction, E-loyalty*

ABSTRACT

Abdul Karim Hisyam Jaelani (1706588). “Analysis of E-service quality and E-trust on E-satisfaction and Implications on E-loyalty (Survey of Marketplace Customers in the Indonesian Online Shopping Forum)”, Under the Guidance of Dr. Lili Adi Wibowo., S.Sos., S.Pd., M.M. and Dr. Puspo Dewi Dirgantari., M.T., M.M.

The growth of the E-commerce industry, especially the Marketplace in Indonesia, is increasingly competitive. Now there are five major Marketplace companies competing for digital consumers in Indonesia, these companies include Tokopedia, Shopee, Bukalapak, Lazada and Blibli which for the last five years have been in the top five. In the midst of Marketplace competition to get the largest portion of consumers, the issue of customer loyalty (E-loyalty) and customer satisfaction (E-satisfaction) is the main focus. The company's efforts to improve service quality (E-service quality) and create customer trust (E-trust) are solutions for every Marketplace company. This study aims to measure how much influence E-service quality and E-trust have on E-satisfaction and implications for E-loyalty of Marketplace customers. This type of research is descriptive verification and explanatory survey method with cluster sampling technique, with a total sample of 400 Marketplace customer respondents. The data analysis technique used is path analysis with SPSS 25.0 tools. The results show that there is a positive influence between E-service quality and E-trust on E-loyalty through E-satisfaction Marketplace customers.

Keyword: E-service quality, E-trust, E-satisfaction, E-loyalty

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