

## ABSTRAK

### **ANALISIS PENGARUH *E-SERVICE QUALITY* TERHADAP *CUSTOMER E-LOYALTY* BISNIS *E-TICKETING* DENGAN *CUSTOMER E-SATISFACTION* SEBAGAI VARIABEL *INTERVENING* DAN *WEBSITE FAMILIARITY* SEBAGAI VARIABEL *MODERATING* (STUDI PADA KONSUMEN TRAVELOKA)**

(iv + 64 Halaman + lampiran, 20 Tabel, 4 Gambar)

Penelitian ini meneliti fenomena yang terjadi pada Tokopedia. Tokopedia sebagai bisnis e-ticketing dengan market share terbesar mengalami penurunan terus menerus dari tahun 2016 ke 2019. Hal ini disebabkan karena adanya ketidakpuasan dari konsumen yang berujung pada penurunan loyalitas. Tujuan dari penelitian ini adalah untuk menganalisis dan menguji: 1. Apakah terdapat pengaruh *e-service quality* terhadap *customer e-satisfaction* 2. Apakah terdapat pengaruh *customer e-satisfaction* terhadap *customer e-loyalty*, 3. Apakah terdapat pengaruh *e-service quality* terhadap *customer e-loyalty*, 4. Apakah *customer e-satisfaction* mampu memediasi pengaruh *e-service quality* terhadap *customer e-loyalty*, 5. Apakah *website familiarity* mampu memoderasi pengaruh *e-service quality* terhadap *customer e-satisfaction*, 6. Apakah *website familiarity* mampu memoderasi pengaruh *customer e-satisfaction* terhadap *customer e-loyalty*, 7. Apakah *website familiarity* mampu memoderasi pengaruh *e-service quality* terhadap *customer e-loyalty*. Metode survey digunakan di dalam penelitian ini. Pengumpulan data yang dilakukan menggunakan instrument kuesioner dengan menyebarkan kepada 239 responden yang menggunakan pelanggan Traveloka yang telah melakukan pembelian minimal dua kali pada Traveloka. Teknik pengambilan sampel dilakukan dengan *convenience sampling*. Pendekatan yang digunakan adalah *Partial least Square-Structural Equation Modeling* dengan menggunakan program *SmartPLS 3.0*. Hasil penelitian menunjukkan bahwa *e-service quality* berpengaruh positif terhadap *Customer e-satisfaction*. *Customer e-satisfaction* dan *e-service quality* berpengaruh positif terhadap *Customer e-loyalty*. *Customer e-satisfaction* memediasi pengaruh *e-service quality* terhadap *Customer e-loyalty*. *Website familiarity* tidak memoderasi pengaruh *e-service quality* terhadap *Customer e-satisfaction* dan *Customer e-loyalty*, serta *Website familiarity* tidak memoderasi pengaruh *Customer e-satisfaction* terhadap *Customer e-loyalty*.

Kata kunci : *e-service quality*, *Customer e-satisfaction*, *Customer e-loyalty*, *Website familiarity*

Referensi: 26 (2004-2019)

## **ABSTRACT**

### **ANALYSIS OF THE E-SERVICE QUALITY EFFECT ON CUSTOMER E-LOYALTY E-TICKETING BUSINESS WITH CUSTOMER E-SATISFACTION AS INTERVENING VARIABLES AND FAMILIARITY WEBSITE AS A MODERATING VARIABLES (STUDY ON CONSUMERS)**

*(iv + 64 pages + appendix, 20 tables, 4 pictures)*

*This research examines the phenomenon that occurs in Tokopedia. Tokopedia as an e-ticketing business with the largest market share has decreased continuously from 2016 to 2019. This is due to dissatisfaction from consumers which has led to decreased loyalty. The purpose of this study was to analyze and test: 1. Is there an effect of e-service quality on customer e-satisfaction 2. Is there an effect of customer e-satisfaction on customer e-loyalty, 3. Is there an effect of e-service quality on customers? e-loyalty, 4. Is customer e-satisfaction able to mediate the effect of e-service quality on customer e-loyalty, 5. Is website familiarity able to moderate the effect of e-service quality on customer e-satisfaction, 6. Is website familiarity able to moderate the influence customer e-satisfaction with customer e-loyalty, 7. Is website familiarity able to moderate the effect of e-service quality on customer e-loyalty. The survey method was used in this research. Data collection is carried out using a questionnaire instrument by distributing it to 239 respondents who use Traveloka customers who have made at least two purchases at Traveloka. The sampling technique was carried out by convenience sampling. The approach used is Partial Least Square-Structural Equation Modeling using the SmartPLS 3.0 program. The results showed that e-service quality has a positive effect on customer e-satisfaction. Customer e-satisfaction and e-service quality have a positive effect on Customer e-loyalty. Customer e-satisfaction mediates the effect of e-service quality on Customer e-loyalty. Website familiarity does not moderate the effect of e-service quality on Customer e-satisfaction and Customer e-loyalty, and Website familiarity does not moderate the effect of Customer e-satisfaction on Customer e-loyalty.*

*Keywords: e-service quality, customer e-satisfaction, customer e-loyalty, website familiarity*

*Reference: 26 (2004-2019)*