

ABSTRAK

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“DAMPAK DIMENSI *E-SERVICE QUALITY* OVO TERHADAP *CUSTOMER LOYALTY* DI MASA PANDEMI MELALUI INTERAKSI *CUSTOMER SATISFACTION*”

(xi + 130 halaman; 2 gambar; 36 tabel, 5 lampiran)

Kualitas layanan elektronik merupakan salah satu faktor yang diutamakan dalam layanan *e-wallet* atau *mobile payment* dan merupakan salah satu faktor terhadap tingkat kepuasan dan loyalitas pelanggan. Untuk memahami tingkat kepuasan dan loyalitas pada pelanggan diperlukannya penelitian mengenai dimensi apa saja yang terdapat dalam kualitas layanan elektronik yang dapat memberikan dampak positif terhadap kepuasan dan loyalitas pelanggan. Pengumpulan data dilakukan dengan melakukan penyebaran kuesioner kepada responden. Kemudian data diolah menggunakan SmartPLS v.3.3.3 dengan melakukan analisis data validitas, reliabilitas, dan *common method bias*. Penelitian ini melakukan pre-test dan dengan menyebarkan kuesioner kepada 40 responden yang kemudian diuji hasil analisis validitas dan reliabilitasnya. Kemudian melakukan penyebaran kuesioner kepada 250 responden dan melakukan analisis lebih mendalam. Hasil penelitian mendapatkan bahwa beberapa dimensi dalam kualitas layanan elektronik memberikan dampak positif kepada kepuasan pelanggan dan loyalitas pelanggan.

Kata Kunci: *e-service quality, customer satisfaction, customer loyalty, reliability, privacy and security, website and design, customer service and support.*

Referensi: 85 (1985-2020)

ABSTRACT

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"THE IMPACT OF E-SERVICE QUALITY OVO DIMENSION ON CUSTOMER LOYALTY IN THE PANDEMIC PERIOD THROUGH CUSTOMER SATISFACTION INTERACTION"

(xi + 130 pages; 2 pictures; 34 tables, 5 attachments)

The quality of electronic services is one of the prioritized factors in e-wallet or mobile payment services and is one of the factors on the level of customer satisfaction and loyalty. To understand the level of customer satisfaction and loyalty, research is needed on what dimensions are contained in the quality of electronic services that can have a positive impact on customer satisfaction and loyalty. Data collection was carried out by distributing questionnaires to respondents. Then the data was processed using SmartPLS v.3.3.3 by analyzing the data validity, reliability, and common method bias. This study conducted a pre-test and by distributing questionnaires to 40 respondents who then tested the results of their validity and reliability analysis. Then distribute questionnaires to 250 respondents and conduct a more in-depth analysis. The results show that several dimensions of electronic service quality have a positive impact on customer satisfaction and customer loyalty.

Keywords: e-service quality, customer satisfaction, customer loyalty, reliability, privacy and security, website and design, customer service and support.

Reference: 85 (1985-2020)