



UNIVERSITAS PELITA HARAPAN
FAKULTAS EKONOMI DAN BISNIS

ABSTRAK

Henry Utama Putra (01619190077)

ANTESEDEN DARI *E-SERVICE QUALITY* DAN DAMPAKNYA PADA *CUSTOMER SATISFACTION*, *TRUST* SERTA *CUSTOMER INTENTION* (STUDI PADA PENGGUNA APLIKASI KURIR SICEPAT EXPRESS)

Tujuan dari penelitian ini adalah untuk mengembangkan pengetahuan baru untuk lebih memahami dimensi terpenting dari kualitas layanan elektronik yang berdampak pada kepuasan pelanggan, kepercayaan pelanggan, dan perilaku pelanggan, membangun literatur yang ada tentang kualitas layanan elektronik dalam jasa kurir aplikasi SiCepat Express. Hasilnya diharapkan dapat memperluas pengetahuan tentang penggunaan aplikasi pada suatu sector jasa pengiriman barang. Data dari survei online terhadap 235 konsumen online Indonesia digunakan untuk menguji model penelitian menggunakan pemodelan persamaan struktural. Hasil analisis menunjukkan bahwa tiga dimensi kualitas e-service yaitu *apps design*, *fulfilment* dan *customer service* mempengaruhi kualitas e-service secara keseluruhan. Secara keseluruhan kualitas e-service secara statistik berhubungan signifikan dengan perilaku pelanggan. Hasil penelitian menunjukkan bahwa dari ketiga anteseden proses, serta variabel mediasi *e-service quality* mempunyai pengaruh positif yang signifikan pada *customer satisfaction* dan *customer trust*. Pengaruh paling kuat didapatkan dari *fulfilment* dan *customer service* Sedangkan pengaruh langsung pada *customer trust* dan *customer satisfaction* ditemukan sangat kuat dari *e-service quality*. Ditemukan dampak positif dari *customer satisfaction* dan *customer trust* terhadap *continuous usage intention* dan *word of mouth*, dengan demikian demikian hasil penelitian ini menkonfirmasi teori kepuasan dan kepercayaan konsumen dalam pelayanan jasa kurir aplikasi SiCepat Express. Model penelitian ini memiliki memiliki *moderate predictive accuracy* serta *medium predictive relevance* sehingga dapat dikembangkan dalam penelitian lebih lanjut. Terdapat implikasi manajerial dari temuan penelitian ini serta dan rekomendasi bagi penelitian selanjutnya. Penelitian di masa depan harus mempertimbangkan berbagai segmen produk dan/atau industri lain untuk memastikan bahwa pengukuran bekerja dengan baik. Dalam pengaturan industry lain pengukuran mungkin perlu disesuaikan. Penelitian di masa depan juga dapat menggunakan metodologi yang berbeda seperti kelompok fokus dan wawancara.

Kata kunci: *apps design*, *customer service*, *customer satisfaction*, *customer trust*, *continuous usage intention*, *e-service quality*, *fulfilment*, *word of mouth*,

ABSTRACT

Henry Utama Putra (01619190077)

ANTECEDENTS OF E-SERVICE QUALITY AND THEIR IMPACT ON CUSTOMER SATISFACTION, TRUST AND CUSTOMER INTENTION (STUDY ON USERS OF SICEPAT EXPRESS COURIER APPLICATIONS)

The purpose of this study is to develop a new to understand the most important dimensions of electronic service quality that impact on customer satisfaction, customer trust, and customer behavior, building on the existing literature on electronic service quality in the SiCepat Express application courier service. This study focuses on three dimensions of electronic service quality models that better predict customer behavior. It not only examines the impact of customer satisfaction on customer behavior such as continuous use intention and word of mouth, but also the impact of customer trust. The results are expected to expand knowledge about the use of applications in a freight forwarding service sector. Data from an online survey of 235 Indonesian online consumers were used to test the research model using structural equation modeling. The results of the analysis show that three dimensions of e-service quality, namely application design, fulfillment and customer service, affect the overall e-service quality. Overall, the quality of e-service is statistically significant with customer behavior. The results showed that of the three preliminary processes, as well as the mediating variable of e-service quality had a significant positive effect on customer satisfaction and customer trust. The strongest effect was obtained from fulfillment and customer service while the direct effect on customer trust and customer satisfaction was found to be very strong from the quality of electronic services. It was found that there was a positive impact of customer satisfaction and customer trust on the intention of sustainable use and word of mouth, thus the results of this study confirmed the theory of customer satisfaction and trust in the SiCepat Express application courier service. This research model has moderate prediction accuracy and moderate predictive relevance so that it can be developed in further research. There are findings from the findings of this study and recommendations for further research. Future research should consider different product segments and/or other industries to ensure that the measurements work well. In other industrial settings measurements may need to be adjusted. Future research may also use different methodologies such as focus groups and interviews.

Keywords: *apps design, customer service, customer satisfaction, customer trust continuous usage intention, e-service quality, fulfilment, word of mouth, application service*