ABSTRAK

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ANALISIS PENGARUH *TECHNICAL QUALITY, APPLICATION QUALITY, INFORMATION QUALITY, SOCIAL INFLUENCE, SOURCES OF CREDIBILITY, CUSTOMER EXPERIENCE,* DAN *PERFORMANCE EXPECTANCY* TERHADAP *CUSTOMER SATISFACTION* DAN *TRUST* DAN PADA AKHIRNYA *WORD-OF-MOUTH* PADA PELANGGAN APLIKASI ZALORA DI SURABAYA
(xvii + 196 halaman: 28 gambar; 64 tabel; 4 lampiran)

Perkembangan teknologi telah merubah perilaku manusia dalam melakukan perdagangan, yang semula dilakukan secara *offline* sekarang beralih ke *online*. Dengan begitu industri *e-commerce* turut berkembang karena adanya perubahan perilaku. Zalora merupakan salah satu destinasi *e-commerce fashion* di Indonesia. Zalora menawarkan kemudahan dan keamanan dalam bertransaksi produk *fashion* yang lengkap dan bergaransi.

Penelitian ini dilakukan dan memiliki tujuan untuk mengetahui manfaat yang diharapkan dari penelitian ini adalah menambah pengetahuan dalam bidang manajemen khususnya seberapa besar pengaruh variabel-variabel tersebut sehingga dapat menciptakan *word-of-mouth.*

Hasil penelitian menunjukkan bahwa variabel *performance expectancy, trust* berpengaruh signifikan terhadap *word-of-mouth* dengan nilai koefisien regresi masing-masing 0.411 dan 0.325; *customer satisfaction* tidak berpengaruh signifikan terhadap *word-of-mouth* tetapi memiliki hubungan positif dengan nilai koefisien regresi sebesar 0.095; *performance expectancy, customer satisfaction* berpengaruh signifikan terhadap *trust* dengan nilai koefisien regresi masing-masing 0.365 dan 0.281; *performance expectancy* berpengaruh signifikan terhadap *customer satisfaction* dengan nilai koefisien regresi sebesar 0.554; *application quality, source of credibility, customer experience, technical quality, social influence,* dan *information quality* berpengaruh signifikan terhadap *performance expectancy* dengan nilai koefisien regresi masing-masing 0.207; 0.201; 0.171; 0.155; 0.145 dan 0.134.

Referensi: 78 (1989-2020).
Kata Kunci: *application quality, technical quality information quality, social influence, sources of credibility, customer experience, performance expectancy, customer satisfaction, trust, word-of-mouth.*

ABSTRACT

Technological developments have changed human behavior in trading, which was originally done offline, now switches to online. In this way, the e-commerce industry also develops because of changes in behavior. Zalora is one of the fashion e-commerce destinations in Indonesia. Zalora offers convenience and security in transacting complete and guaranteed fashion products.

This research to aim determine the relationship between the influence of application quality, technical quality information quality, social influence, sources of credibility, customer experience through performance expectancy, customer satisfaction, and trust to word-of-mouth. The expected benefit from this study is to increase knowledge in the field of management, especially how much influence these variables must increase word-of-mouth.

This research is a causal study, using the quantitative method. This research is using SPSS version 22 for data processing. And using the Snowball Sampling method for data collection because the study was in a pandemic period, data collection done by distributing totaled 170 respondents. With characteristics of men and women, aged 18-60 years, have download and used Zalora at least in the six months, and have purchased at Zalora at least twice in last six months

The results showed that the performance expectancy variable has a significant effect on word-of-mouth with a regression coefficient of 0.411; trust variable has a significant effect on word-of-mouth with a regression coefficient of 0.325; customer satisfaction variable has positive but not significantly effect on word-of-mouth with a regression coefficient of 0.095; performance expectancy variable has a significant effect on trust with a regression coefficient of 0.365; customer satisfaction variable has a significant effect on trust with a regression coefficient of 0.281; application quality variable has a significant effect on performance expectancy with a regression coefficient of 0.207; source of credibility variable has a significant effect on performance expectancy with a regression coefficient of 0.201; customer experience variable has a significant effect on performance expectancy with a regression coefficient of 0.171; technical quality variable has a significant effect on performance expectancy with a regression coefficient of 0.155; social influence variable has a significant effect on performance expectancy with a regression coefficient of 0.145; dan information quality variable has a significant effect on performance expectancy with a regression coefficient of 0.134.

Keywords: application quality, technical quality information quality, social influence, sources of credibility, customer experience, performance expectancy, customer satisfaction, trust, word-of-mouth.