

ABSTRAK

PENGARUH *E-SERVICE QUALITY*, *E-TRUST*, DAN *E-CUSTOMER SATISFACTION* TERHADAP *BEHAVIORAL INTENTIONS* KONSUMEN TOKOPEDIA GENERASI Z DI AREA JABODETABEK

(xiv + 140 halaman: 8 gambar, 45 tabel, 5 lampiran)

Penelitian ini memiliki tujuan untuk menguji pengaruh *e-service quality* terhadap *e-trust* dan *e-customer satisfaction*. Penelitian ini juga meneliti peran *e-trust* dan *e-customer satisfaction* dalam memediasi *e-service quality* dan *behavioral intentions*. Penelitian ini menggunakan penelitian jenis kuantitatif sebagai landasan penelitian. Teknik *sampling* yang digunakan adalah *probability sampling*. Populasi dalam penelitian ini adalah Generasi Z (1995-2010) yang menggunakan aplikasi Tokopedia dan berdomisili di Jabodetabek dengan jumlah sampel sebanyak 100 responden. Analisis data dalam penelitian ini dilakukan menggunakan aplikasi *SmartPLS 3.0*. Hasil dari penelitian ini menunjukkan bahwa *e-service quality* berpengaruh terhadap *e-trust* dan *e-customer satisfaction*. Penelitian ini juga menunjukkan bahwa *e-trust* berpengaruh positif terhadap *e-customer satisfaction*. Ditemukan pula bahwa *e-trust* dan *e-customer satisfaction* dapat memediasi pengaruh *e-service quality* terhadap *behavioral intentions*.

Kata kunci: *E-Service Quality*, *E-Trust*, *E-Customer Satisfaction*, *Behavioral Intentions*

Referensi: 119 sumber (1980-2021)

ABSTRACT

THE EFFECT OF E-SERVICE QUALITY, E-TRUST, AND E-CUSTOMER SATISFACTION ON THE BEHAVIORAL INTENTIONS OF Z GENERATION TOKOPEDIA CONSUMERS IN THE JABODETABEK AREA

(xiv + 140 pages: 8 images, 45 tables, 5 appendix)

This study aims to examine the effect of e-service quality on e-trust and e-customer satisfaction. This study also examines the role of e-trust and e-customer satisfaction in mediating e-service quality and behavioral intentions. This study uses quantitative research as the basis of research. The sampling technique used is probability sampling. The population in this study is Generation Z (1995-2010) who use the Tokopedia application and are domiciled in Greater Jakarta with a sample of 100 respondents. Data analysis in this study uses SmartPLS 3.0 application. The results of this study indicate that e-service quality has an effect on e-trust and e-customer satisfaction. This study also shows that e-trust has a positive effect on e-customer satisfaction. It was also found that e-trust and e-customer satisfaction can mediate the effect of e-service quality on behavioral intentions.

Keywords: E-Service Quality, E-Trust, E-Customer Satisfaction, Behavioral Intentions

References: 119 sources (1980-2021)