

ABSTRAK

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PENGARUH *OVERALL E-SERVICE QUALITY* TERHADAP *REPURCHASE INTENTION*, *WORD OF MOUTH*, DAN *SITE REVISIT* MELALUI *CUSTOMER SATISFACTION* DAN *CUSTOMER TRUST* PADA PELANGGAN SHOPEE DI SURABAYA

Pesatnya perkembangan teknologi informasi mengakibatkan terjadinya perubahan aktivitas kehidupan manusia di berbagai bidang. Menurut Reportal Digital Indonesia (2020), pengguna *internet* di Indonesia, 80% pengguna menggunakan platform digital *marketplace* untuk melakukan transaksi jual beli secara *online* yang dikenal dengan *e-commerce*. Salah satu *e-commerce* besar di Indonesia akan menjadi objek dalam penelitian ini. Dengan adanya penelitian ini diharapkan agar dapat menjadi referensi bagi pihak lain yang membutuhkan kajian teori mengenai determinasi *overall e-service quality* terhadap *customer satisfaction* dan *customer trust*, serta determinasi *customer satisfaction* dan *customer trust* terhadap *repurchase intention*, *word of mouth*, dan *site revisit*. Begitu juga harapan bagi tenant atau toko online yang menjual produk melalui aplikasi Shopee terutama sebagai evaluasi untuk meningkatkan pendapatan melalui strategi *e-service quality*. Penelitian ini termasuk penelitian asosiatif kausal yaitu penelitian yang bertujuan untuk mengetahui hubungan sebab akibat di antara variabel yang diteliti (Sugiyono, 2019). Sampel penelitian diambil dengan menggunakan teknik *non-probability sampling* dengan jumlah sampel ditentukan berdasarkan 5-10 kali indikator. Indikator dalam penelitian ini berjumlah 34, sehingga kuisioner akan disebar ke 170 orang responden. Adapun kriteria yang menjadi responden adalah pria dan Wanita yang berdomisili di Surabaya dengan usia 18-60 tahun dan pernah menggunakan aplikasi shopee dalam 6 bulan terakhir.

ABSTRACT

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THE EFFECT OF OVERALL E-SERVICE QUALITY ON REPURCHASE INTENTION, WORD OF MOUTH, AND SITE REVISIT THROUGH CUSTOMER SATISFACTION AND CUSTOMER TRUST ON SHOPEE CUSTOMERS IN SURABAYA

The rapid development of information technology has resulted in changes in human life activities in various fields. According to Reportal Digital Indonesia (2020), internet users in Indonesia, 80% of users use the digital marketplace platform to make buying and selling transactions online, known as e-commerce. One of the big e-commerce in Indonesia will be the object of this research. With this research, it is hoped that it can become a reference for other parties who need theoretical studies regarding the determination of overall e-service quality on customer satisfaction and customer trust, as well as the determination of customer satisfaction and customer trust on repurchase intention, word of mouth, and site revisit. Likewise, the expectations for tenants or online stores selling products through the Shopee application are mainly as an evaluation to increase revenue through an e-service quality strategy. This research includes causal associative research, namely research that aims to determine the causal relationship between the variables studied (Sugiyono, 2019). The research sample was taken using a non-probability sampling technique with the number of samples determined based on 5-10 times the indicator. There are 34 indicators in this study, so the questionnaire will be distributed to 170 respondents. The criteria for being a respondent are men and women who live in Surabaya aged 18-60 years and have used the Shopee application in the last 6 months.