

ABSTRAK

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ANALISIS PENGARUH *SITE ORGANIZATION, RELIABILITY, RESPONSIVENESS, USER FRIENDLINESS, PERSONAL NEEDS, EFFICIENCY* TERHADAP *ELECTRONIC CUSTOMER LOYALTY* MELALUI *ELECTRONIC CUSTOMER SATISFACTION* PADA PENGGUNA JENIUS BANK BTPN DI SIDOARJO

(xvii + 189 halaman: 21 gambar, 45 tabel; 5 lampiran)

Teknologi seakan menjadi kebutuhan bagi masyarakat Indonesia. Tujuan dari penelitian ini adalah untuk menganalisis bagaimana pengaruh *Site Organization, Reliability, Responsiveness, User Friendliness, Personal Needs, Efficiency* terhadap *Electronic Customer Loyalty* melalui *Electronic Customer Satisfaction* pengguna Jenius di Sidoarjo.

Penelitian ini merupakan penelitian yang bersifat kausal dan menggunakan metode kuantitatif dengan pengolahan data menggunakan Teknik *snowball sampling* kepada 247 responden dengan karakteristik responden yaitu berjenis kelamin baik pria maupaun wanita, berdomisili Sidoarjo, berusia 18-60 tahun (Kotler dan Amstrong, 2010), pernah menggunakan Jenius minimal 3 bulan. Pada penelitian ini ditemukan hasil bahwa variable yang berpengaruh positif signifikan terhadap *Electronic Customer Loyalty* adalah *Electronic Customer Satisfaction*. Kemudian variable yang berpengaruh positif signifikan terhadap *Electronic Customer Satisfaction* adalah *Reliability, Responsiveness, User Friendliness, Personal Needs* dan yang berpengaruh positif tidak signifikan adalah *Site Organization* dan *Efficiency*.

Kata Kunci: *Site Organization, Reliability, Responsiveness, User Friendliness, Personal Needs, Efficiency, Electronic Customer Satisfaction, Electronic Customer Loyalty, Jenius*

ABSTRACT

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ANALYSIS OF *SITE ORGANIZATION, RELIABILITY, RESPONSIVENESS, USER FRIENDLINESS, PERSONAL NEEDS, EFFICIENCY ON ELECTRONIC CUSTOMER LOYALTY THROUGH ELECTRONIC CUSTOMER SATISFACTION ON JENIUS USERS IN SIDOARJO*

(xvii + 189 pages: 21 figures, 45 tables; 5 attachments)

Technology seems to be a necessity for the people of Indonesia. The purpose of this study is to analyze how the effect of Site Organization, Reliability, Responsiveness, User Friendly, Personal Needs, Efficiency on Electronic Customer Loyalty through Electronic Customer Satisfaction of Jenius users in Sidoarjo.

This research is a causal research and uses quantitative methods with data processing using the snowball sampling technique to 247 respondents with the characteristics of the respondents, namely both male and female, domiciled in Sidoarjo, aged 18-60 years (Kotler and Armstrong, 2010), have used Genius at least 3 months. In this study, it was found that the variable that has a significant positive effect on Electronic Customer Loyalty is Electronic Customer Satisfaction. Then the variables that have a significant positive effect on Electronic Customer Satisfaction are Reliability, Responsiveness, User Friendly, Personal Needs and those that have no significant positive effect are Site Organization and Efficiency.

Key Words: *Site Organization, Reliability, Responsiveness, User Friendliness, Personal Needs, Efficiency, Electronic Customer Satisfaction, Electronic Customer Loyalty, Jenius*