

ABSTRAK

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PENGARUH *E-COMMERCE INNOVATION* DAN *E-SERVICE QUALITY* TERHADAP *CUSTOMER SATISFACTION* DAN *LOYALTY* PADA PENGGUNA TOKOPEDIA DI JABODETABEK

(116 halaman; 9 gambar; 34 tabel)

Adanya perkembangan teknologi yang semakin canggih, menyebabkan terjadinya perubahan perilaku berbelanja masyarakat. Saat ini semakin banyak orang yang belanja *online* daripada belanja langsung di toko. Salah satu *platform e-commerce* yang banyak digunakan oleh masyarakat Indonesia adalah Tokopedia. Namun dengan banyaknya kompetitor yang ada di Indonesia, menyebabkan adanya kompetisi yang sengit. Penelitian ini bertujuan untuk mengetahui apakah terdapat pengaruh *E-Commerce Innovation* dan *E-Service Quality* terhadap *Customer Satisfaction* dan *Loyalty* pada pengguna Tokopedia di Jabodetabek. Data penelitian diperoleh dari kuesioner dengan 23 indikator, dan disebarakan kepada 231 responden. Responden dalam penelitian ini merupakan pengguna Tokopedia yang menggunakan Tokopedia dan pernah melakukan pembelian di Tokopedia baik melalui situs maupun aplikasi Tokopedia. Pengolahan data menggunakan PLS-SEM (*Partial Least Square-Structural Equation Model*) pada SmartPLS. Hasil dari penelitian ini mengungkapkan bahwa *E-Commerce Innovation* memiliki pengaruh positif terhadap *Customer Satisfaction*, *E-Commerce Innovation* memiliki pengaruh positif terhadap *Customer Loyalty*, *E-Service Quality* memiliki pengaruh positif terhadap *Customer Satisfaction*, *E-Service Quality* tidak memiliki pengaruh positif terhadap *Customer Loyalty*, *Customer Satisfaction* memiliki pengaruh positif terhadap *Customer Loyalty*, *E-Commerce Innovation* memiliki pengaruh positif terhadap *Customer Loyalty* yang dimediasi oleh *Customer Satisfaction*, dan *E-Service Quality* memiliki pengaruh positif terhadap *Customer Loyalty* yang dimediasi oleh *Customer Satisfaction*.

Kata Kunci: *E-Commerce Innovation*, *E-Service Quality*, *Customer Satisfaction*, *Customer Loyalty*, Tokopedia.

ABSTRACT

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THE INFLUENCE OF E-COMMERCE INNOVATION AND E-SERVICE QUALITY ON CUSTOMER SATISFACTION AND LOYALTY IN TOKOPEDIA USERS IN JABODETABEK

(116 page; 9 figure; 34 table)

The development of technology has caused changes in people's shopping behaviour. Nowadays more and more people shop online rather than shopping directly in stores. One of the e-commerce platforms that is widely used by Indonesian people is Tokopedia. However, with so many competitors, there are fierce competition in Indonesia. This research aims to find out whether there is an influence of E-Commerce Innovation and E-Service Quality on Customer Satisfaction and Loyalty among Tokopedia users in Jabodetabek. Research data was obtained from a questionnaire with 23 indicators, and distributed to 231 respondents. Respondents in this research are Tokopedia users who use Tokopedia and have made purchases on Tokopedia either through the Tokopedia site or application. Data processing uses PLS-SEM (Partial Least Square-Structural Equation Model) on SmartPLS. The results of this research reveal that E-Commerce Innovation has a positive influence on Customer Satisfaction, E-Commerce Innovation has a positive influence on Customer Loyalty, E-Service Quality has a positive influence on Customer Satisfaction, E-Service Quality has no influence on Customer Loyalty, Customer Satisfaction has a positive influence on Customer Loyalty, E-Commerce Innovation mediated by Customer Satisfaction has a positive influence on Customer Loyalty, and E Service Quality mediated by Customer Satisfaction has a positive influence on Customer Loyalty.

Keywords: *E-Commerce Innovation, E-Service Quality, Customer Satisfaction, Customer Loyalty, Tokopedia.*