

## ABSTRAK

**Chindy Aulya Rahayu (01011170366)**

**“DAMPAK DIMENSI *E-SERVICE* QUALITY GO-PAY TERHADAP *CUSTOMER LOYALTY* DI MASA PANDEMI MELALUI INTERAKSI *CUSTOMER SATISFACTION*”**

(xxx + 117 halaman; 40 tabel; 5 gambar)

Penelitian ini menggunakan Go-pay untuk mengetahui “Dampak Dimensi *E-Service Quality* Go-Pay Terhadap *Customer Loyalty* di Masa Pandemi Melalui Interaksi *Customer Loyalty* di Masa Pandemi Melalui Interaksi *Customer Satisfaction*”. Menurut hasil observasi awal yang dilakukan oleh peneliti, ditemukan adanya fenomena masyarakat yang menggunakan layanan aplikasi Go- Jek untuk melakukan pembayaran nontunai melalui Go-Pay karena tertarik dengan berbagai keuntungan dan kemudahan penggunaan. Penelitian ini menggunakan Go- Pay yang berada dibawah naungan PT Gojek dipilih sebagai perusahaan yang akan diteliti. Penelitian ini menggunakan metode menyebarkan kuesioner untuk memperoleh data dan kemudian diukur menggunakan program *Smart PLS 3.0*. Penyebaran kuesioner sendiri dilakukan secara *online* dengan memanfaatkan *social media* seperti WhatsApp, Line, Instagram dan Twitter. Sebanyak 284 responden turut berpartisipasi dalam penelitian ini yang telah dilakukan pada bulan Januari- April 2021

Hasil dari penelitian ini menyimpulkan bahwa dari ke-sembilan hipotesis yang telah di uji membuktikan bahwa tidak terdapat hubungan antara *Reability*, *Privacy* dan *Security*, *Customer Service* dan *Support* terhadap kepuasan konsumen serta *Privacy* dan *Security* terhadap loyalitas konsumern. Di sisi lain, terdapat hubungan antara *Website Design*, *Customer Service* dan *Support* terhadap kepuasan konsumen serta *Realibility*, *Website Design*, *Customer Service* dan *Support* dan Keputusan Konsumen terhadap Loyalitas Konsumen.

Kata Kunci: *E-service Quality*, *Realibility*, *Privacy* dan *Security*, *Website Design*, *Customer Service* dan *Support*, *Customer Satisfaction*, *Customer Loyalty*, Go-pay.

## ABSTRACT

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**“THE IMPACT OF E-SERVICE QUALITY GO-PAY DIMENSIONS ON CUSTOMER LOYALTY DURING THE PANDEMIC THROUGH CUSTOMER LOYALTY INTERACTIONS IN THE PANDEMIC PERIOD THROUGH CUSTOMER SATISFACTION INTERACTIONS”**

(xxx + 117 pages; 40 tables; 5 images)

This study uses Go-pay to determine "The Impact of E-Service Quality Go-Pay Dimensions on Customer Loyalty during the Pandemic through Customer Loyalty Interactions in the Pandemic Period through Customer Satisfaction Interactions". According to the results of preliminary observations made by researchers, it was found that there was a phenomenon of people using Go-Jek application service to make non-cash payments through Go-Pay because they were interested in various benefits and ease of use. This study uses Go-Pay, which is under the auspices of PT Gojek, that selected as the company to be studied. This study used the method of distributing questionnaires to obtain data and then measured using the Smart PLS 3.0 program. The questionnaire itself was distributed online using social media such as WhatsApp, Line, Instagram and Twitter. 284 respondents were participated in this research which was conducted in January-April 2021

The results of this study concluded that the nine hypotheses which have been tested prove that there is no relationship between Reliability, Privacy and Security, Customer Service and Support on Customer Satisfaction and Privacy and Security on Consumer Loyalty. On the other hand, it founded there is a relationship between Website Design, Customer Service and Support on Customer Satisfaction and Reliability, Website Design, Customer Service and Support and Consumer Decisions on Consumer Loyalty.

**Kata Kunci:** *E-service Quality, Realibility, Privacy dan Security, Website Design, Customer Service dan Support, Customer Satisfaction, Customer Loyalty, Go-pay.*