

ABSTRAK

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PENGARUH *WEBSITE QUALITY* DAN *E-TRUST* TERHADAP *E-SATISFACTION* DAN *E-LOYALTY* PENGGUNA *WEBSITE* SUARA.COM

(xiii + 75 halaman; 18 tabel; 5 gambar; 4 lampiran)

Perkembangan media *online* di Indonesia mengalami kemajuan yang pesat seiring dengan perkembangan teknologi informasi dan komunikasi yang terus berkembang sehingga membaca berita melalui *website* telah menjadi tren saat ini yang kemudian meninggalkan media cetak seperti koran atau majalah. Hal ini menimbulkan persaingan pada industri media digital. Penelitian ini bertujuan untuk mengetahui pengaruh dari *website quality* dan *e-trust* terhadap *e-satisfaction* dan *e-loyalty* pengguna *website* suara.com. Penelitian ini dilakukan secara kuantitatif dengan pendekatan studi kausal pada 176 responden penelitian yang merupakan pengguna Suara.com yang berdomisili di Jabodetabek. Hasil penelitian menunjukkan bahwa kualitas website dan e-trust memiliki pengaruh signifikan dan positif terhadap *e-satisfaction*, dan *website quality*, *e-trust* dan *e-satisfaction* memiliki pengaruh signifikan dan positif terhadap *e-loyalty*.

Kata Kunci: *Website Quality*, *E-Trust*, *E-Satisfaction*, *E-Loyalty*, Media Massa, *Website*, Berita

Referensi: 50 (2015-2023)

ABSTRACT

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THE EFFECT OF WEBSITE QUALITY AND E-TRUST ON E-SATISFACTION AND E-LOYALTY OF SUARA.COM WEBSITE USERS

(xiii + 75 pages; 18 tables; 5 figures; 4 appendixes)

The development of online media in Indonesia has experienced rapid progress along with the development of information and communication technology that continues to grow so that reading news through websites has become a current trend that then leaves print media such as newspapers or magazines. This creates competition in the digital media industry. This study aims to determine the effect of website quality and e-trust on e-satisfaction and e-loyalty of suara.com website users. This study was conducted quantitatively with a causal study approach on 176 research respondents who were Suara.com users domiciled in Jabodetabek. The results of the study showed that website quality and e-trust had a significant and positive effect on e-satisfaction, and website quality, e-trust and e-satisfaction had a significant and positive effect on e-loyalty..

Keywords: *Website Quality, E-Trust, E-Satisfaction, E-Loyalty, Mass Media, Website, News*

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