

ABSTRAK

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PENGARUH E-WOM, E-SERVICE QUALITY, DAN E-TRUST MELALUI KONSUMEN E-SATISFACTION DAN E-LOYALTY PADA APLIKASI SHOPEE DI PALANGKARAYA

Perkembangan teknologi informasi dan komunikasi yang pesat telah mengubah perilaku masyarakat, termasuk dalam aktivitas jual beli yang kini banyak dilakukan melalui platform e-commerce. Penelitian ini menganalisis pengaruh *Electronic Word of Mouth* (E-WOM), kualitas layanan elektronik (*E-Service Quality*), dan kepercayaan elektronik (*E-Trust*) terhadap kepuasan pelanggan (*E-Satisfaction*) dan loyalitas pelanggan (*E-Loyalty*) pada aplikasi Shopee di Palangka Raya. Data dikumpulkan melalui survei kuesioner dan dianalisis menggunakan metode *Partial Least Squares Structural Equation Modeling* (PLS-SEM). Hasil penelitian menunjukkan bahwa E-WOM, E-Service Quality, dan E-Trust memiliki pengaruh positif terhadap E-Satisfaction dan E-Loyalty. E-Satisfaction juga terbukti memediasi hubungan antara E-Service Quality dan E-Trust dengan E-Loyalty. Implikasi manajerial menekankan pentingnya meningkatkan ulasan positif, kualitas layanan digital, dan kepercayaan pelanggan untuk mendorong loyalitas yang lebih kuat. Penelitian ini memperkuat literatur terkait e-commerce dengan menegaskan peran krusial E-WOM, E-Service Quality, dan E-Trust dalam membangun loyalitas pelanggan, serta memberikan dasar untuk eksplorasi lebih lanjut di platform e-commerce lain.

Kata Kunci : E-WOM, E-Service Quality, E-Trust, E-Satisfaction, E-Loyalty, E-Commerce

ABSTRACT

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THE EFFECT OF E-WOM, E-SERVICE QUALITY, AND E-TRUST THROUGH CONSUMER E-SATISFACTION AND E-LOYALTY ON THE SHOPEE APPLICATION IN PALANGKARAYA

The rapid development of information and communication technology has changed people's behavior, including in buying and selling activities which are now widely carried out through e-commerce platforms. This study analyzes the influence of Electronic Word of Mouth (E-WOM), electronic service quality (E-Service Quality), and electronic trust (E-Trust) on customer satisfaction (E-Satisfaction) and customer loyalty (E-Loyalty) on the Shopee application in Palangka Raya. Data were collected through a questionnaire survey and analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. The results showed that E-WOM, E-Service Quality, and E-Trust had a positive influence on E-Satisfaction and E-Loyalty. E-Satisfaction was also shown to mediate the relationship between E-Service Quality and E-Trust with E-Loyalty. Managerial implications emphasize the importance of increasing positive reviews, digital service quality, and customer trust to drive stronger loyalty. This study strengthens the literature on e-commerce by emphasizing the crucial role of E-WOM, E-Service Quality, and E-Trust in building customer loyalty, and provides a basis for further exploration on other e-commerce platforms.

Keyword : *E-WOM, E-Service Quality, E-Trust, E-Satisfaction, E-Loyalty, E-Commerce*