

ABSTRAK

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PENGARUH *E-SERVICE QUALITY*, *CUSTOMER SATISFACTION*, *E-TRUST* DAN *PERCEIVED BENEFIT* TERHADAP *CONTINUANCE INTENTION* (STUDI KASUS PADA SAYURBOX)

(75 hal + 22 tabel + 6 gambar)

Ditengah era digitalisasi, industri retail telah mengalami transformasi yang cukup signifikan dengan mengadaptasi internet sebagai *channel* yang dapat digunakan konsumen untuk berbelanja termasuk pada kebutuhan sehari-hari atau biasa disebut *e-grocery*. Penelitian ini bertujuan untuk menguji pengaruh dari *e-service quality*, *customer satisfaction*, *e-trust* dan *perceived benefit* terhadap *continuance intention* pada salah satu *e-grocery* di Indonesia yaitu Sayurbox. Penelitian ini dilakukan secara kuantitatif pada 195 responden dengan teknik *purposive sampling*. Data dianalisa dengan menggunakan teknik analisa SEM pada SmartPLS 4.0. Hasil pada penelitian ini menunjukkan bahwa *customer satisfaction*, *e-trust* dan *perceived benefit* berpengaruh signifikan positif terhadap *continuance intention*. Namun *e-service quality* tidak dapat mempengaruhi *continuance intention* pada aplikasi *e-grocery*. Implikasi pada penelitian ini menunjukkan bahwa pihak Sayurbox diharapkan dapat memperhatikan informasi estimasi barang sampai dan juga kualitas produk yang dikirim kepada konsumen, Sayurbox juga dapat melakukan edukasi pada materi promosi terkait penghematan yang diperoleh konsumen jika bertransaksi menggunakan Sayurbox.

Kata Kunci : *E-Grocery*, Minat Terus Menggunakan, Kepuasan Konsumen, Manfaat Dirasakan

58 Referensi (2015-2024)

ABSTRACT

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THE EFFECT OF E-SERVICE QUALITY, CUSTOMER SATISFACTION, E-TRUST AND PERCEIVED BENEFIT ON CONTINUANCE INTENTION (CASE STUDY ON SAYURBOX)

(75 page + 22 table + 6 picture)

In the midst of the digitalization era, the retail industry has undergone a significant transformation by adapting the internet as a channel that consumers can use to shop including for daily needs or commonly called e-grocery. This study aims to test the effect of e-service quality, customer satisfaction, e-trust and perceived benefits on continuance intention on one of the e-grocery in Indonesia, Sayurbox. This study was conducted quantitatively on 195 respondents with purposive sampling technique. Data were analyzed using SEM analysis technique on SmartPLS 4.0. The results of this study indicate that customer satisfaction, e-trust and perceived benefits have a significant positive effect on continuance intention. However, e-service quality cannot affect continuance intention on e-grocery applications. The implications of this study indicate that Sayurbox is expected to pay attention to information on estimated goods arrival and also the quality of products sent to consumers, Sayurbox can also provide education on promotional materials related to savings obtained by consumers if they transact using Sayurbox.

Keyword : E-Grocery, Continuance Intention, Consumer Satisfaction, Perceived Benefit

58 Reference (2015-2023)