

ABSTRAK

PENGARUH *E-SERVICE QUALITY* DAN *BRAND IMAGE* TERHADAP *E-SATISFACTION* DAN *E-TRUST* PADA APLIKASI BELANJA *ONLINE* TOKOPEDIA

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Tokopedia merupakan salah satu aplikasi belanja *online* terbesar di Indonesia. Namun, Tokopedia masih menerima keluhan-keluhan dalam memenuhi kepuasan dan kepercayaan konsumen. Hal ini menuntut perusahaan untuk meningkatkan keunggulan perusahaan melalui kualitas pelayanan elektronik dan citra merek. Penelitian bertujuan untuk mengetahui pengaruh *E-Service Quality* dan *Brand Image* terhadap *E-Satisfaction* dan *E-Trust* pada Aplikasi Belanja *Online* Tokopedia. Jenis penelitian adalah penelitian kuantitatif. Penelitian ini menggunakan metode pengambilan sampel *Non Probability Sampling* dengan teknik *Purposive Sampling* dengan jumlah sampel 100 orang. Metode analisis data yang digunakan dalam penelitian ini menggunakan metode *Variance Based Structural Equation Model (Partial Least Square)*. Dengan menggunakan model persamaan struktural dengan software statistik *Smart Partial Least Square*, menjelaskan bahwa penelitian ini menunjukkan hasil yang positif dan signifikan. Penelitian ini menghasilkan temuan bahwa *E-Service Quality* memiliki pengaruh positif dan signifikan terhadap *E-Satisfaction*, *E-Service Quality* memiliki pengaruh positif dan signifikan terhadap *E-Trust*, *Brand Image* memiliki pengaruh positif dan signifikan terhadap *E-Satisfaction*, *Brand Image* memiliki pengaruh positif dan signifikan terhadap *E-Trust*. Dalam penelitian ini Aplikasi Belanja *Online* Tokopedia disarankan agar lebih lagi meningkatkan kualitas pelayanan elektronik dan terus memperkenalkan citra yang baik kepada masyarakat Indonesia.

Kata Kunci : *E-Service Quality, Brand Image, E-Satisfaction, E-Trust.*

ABSTRACT

THE EFFECT OF E-SERVICE QUALITY AND BRAND IMAGE ON E-SATISFACTION AND E-TRUST IN TOKOPEDIA

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Tokopedia is one of the biggest online shopping applications in Indonesia. However, Tokopedia still receives complaints in fulfilling customer satisfaction and trust. This requires companies to increase the company's excellence through electronic service quality and brand image. The purpose of this study was to determine the effect of E-Service Quality and Brand Image on E-Satisfaction and E-Trust in Tokopedia. The type of study was the quantitative study. This study used the Non Probability Sampling method with the purposive sampling technique with the sample of 100 people. The data analysis method used in this study was the Variance Based Structural Equation Model (Partial Least Square). By using the structural equation modeling with Smart Partial Least Square statistical software, it explained that this study showed positive and significant results. This study found that E-Service Quality had a positive and significant effect on the E-Satisfaction, E-Service Quality had a positive and significant effect on the E-Trust, Brand Image had a positive and significant effect on the E-Satisfaction, Brand Image had a positive effect and significant towards E-Trust. In this study, Tokopedia Online Shopping Application was suggested to improve the quality of electronic services and continue to introduce a good image to Indonesian.

Keywords: E-Service Quality, Brand Image, E-Satisfaction, E-Trust

