

ABSTRAK

PENGARUH *E-SERVICE QUALITY* TERHADAP KEPUASAAN PELANGGAN PADA *E-COMMERCE*

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Penelitian ini bertujuan untuk mengetahui pengaruh dari setiap dimensi kualitas layanan elektronik (*e-service quality*) yaitu *efficiency*, *privacy*, *reliability*, *emotional benefit* dan *customer service* terhadap kepuasan pelanggan pada *e-commerce*. Metode pengambilan sampel dengan metode *purposive sampling* dengan 155 responden yaitu masyarakat Provinsi Lampung yang memiliki aplikasi Shopee. Metode analisis yang digunakan adalah analisis kuantitatif. Teknik analisis data yang digunakan yaitu uji validitas, uji reliabilitas, analisis regresi linier berganda dan uji hipotesis. Hasil penelitian ini menunjukkan dimensi *e-service quality* yaitu *efficiency*, *privacy*, *reliability*, *emotional benefit* dan *customer service* berpengaruh positif pada kepuasan pelanggan di *e-commerce*.

Kata Kunci : *e-service quality*, kepuasan pelanggan, *e-commerce*

ABSTRACK

THE EFFECT OF E-SERVICE QUALITY ON CUSTOMER SATISFACTION AT E-COMMERCE

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This study aims to determine the effect of each dimension of electronic service quality (e-service quality), namely efficiency, privacy, reliability, emotional benefits and customer service on customer satisfaction in e-commerce. The sampling method was purposive sampling method with 155 respondents, namely the people of Lampung Province who have the Shopee application. The analytical method used is quantitative analysis. The data analysis technique used is validity test, reliability test, multiple linear regression analysis and hypothesis testing. The results of this study indicate that the dimensions of e-service quality, namely efficiency, privacy, reliability, emotional benefits and customer service have a positive effect on customer satisfaction in e-commerce.

Keywords: e-service quality, customer satisfaction, e-commerce