

ABSTRAK**PENGARUH KUALITAS PELAYANAN ELEKTRONIK TOKO *ONLINE*
TOKOPEDIA TERHADAP LOYALITAS PELANGGAN MELALUI
KEPUASAN PELANGGAN SEBAGAI VARIABEL MEDIASI**

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Penelitian ini bertujuan untuk menguji dan menganalisis: (1) pengaruh kualitas pelayanan elektronik terhadap kepuasan pelanggan Tokopedia; (2) pengaruh kualitas pelayanan elektronik terhadap loyalitas pelanggan Tokopedia; (3) pengaruh kepuasan pelanggan terhadap loyalitas pelanggan Tokopedia; dan (4) pengaruh mediasi kepuasan pelanggan terhadap hubungan antara kualitas pelayanan elektronik dengan loyalitas pelanggan Tokopedia.

Penelitian ini merupakan penelitian korelasional yang dilaksanakan pada bulan Juli 2019. Populasi penelitian ini adalah konsumen Tokopedia di kota Yogyakarta yang pernah melakukan pembelian *online* di Tokopedia selama 6 bulan terakhir. Teknik sampling yang digunakan adalah *purposive sampling*. Sampel penelitian sebanyak 122 responden. Teknik pengumpulan data menggunakan kuesioner. Teknik analisis dilakukan dengan metode regresi linier sederhana dan *path analysis*.

Hasil analisis data menunjukkan bahwa: (1) kualitas pelayanan elektronik berpengaruh terhadap kepuasan pelanggan Tokopedia; (2) kualitas pelayanan elektronik berpengaruh terhadap loyalitas pelanggan Tokopedia; (3) kepuasan pelanggan berpengaruh terhadap loyalitas pelanggan Tokopedia; dan (4) kepuasan pelanggan memediasi hubungan antara kualitas pelayanan elektronik dengan loyalitas pelanggan Tokopedia.

Kata kunci: kualitas pelayanan elektronik, kepuasan pelanggan, dan loyalitas pelanggan.

ABSTRACT***THE EFFECT OF ELECTRONIC SERVICE QUALITY OF TOKOPEDIA
ONLINE STORES ON CUSTOMER LOYALTY WITH CUSTOMER
SATISFACTION AS A MEDIATING VARIABLE***

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This research aimed to examine and analyze: (1) the effect of electronic service quality on Tokopedia customer satisfaction, (2) the effect of electronic service quality on Tokopedia customer loyalty, (3) the effect of customer satisfaction on Tokopedia customer loyalty, and (4) the mediating effect of customer satisfaction on the relationship between the electronic services quality and customer loyalty on Tokopedia.

This research is a correlational research which was conducted in July 2019. The research population is Tokopedia consumers in Yogyakarta who have made online purchases in Tokopedia for the past 6 months. The sampling technique was a purposive sampling. The research sample consisted of 122 respondents. The data collection method was a questionnaire. The data analysis technique were simple regression and path analysis.

The results of data analysis showed that: (1) electronic service quality had effect on Tokopedia customer satisfaction, (2) electronic service quality had effect on Tokopedia customer loyalty, (3) customer satisfaction had effect on Tokopedia customer loyalty, and (4) customer satisfaction had a mediating effect to the relationship between electronic service quality and Tokopedia customer loyalty.

Keywords: *electronic service quality, customer satisfaction, and customer loyalty.*