

ABSTRAK

PENGARUH E-SERVICE QUALITY TERHADAP KEPUASAN PELANGGAN DAN MINAT BELI ULANG PADA WEBSITE YESPLIS.COM

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2024

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh *e-service quality* terhadap kepuasan pelanggan, (2) pengaruh *e-service quality* terhadap minat beli ulang, (3) pengaruh kepuasan pelanggan terhadap minat beli ulang, (4) pengaruh *e-service quality* terhadap minat beli ulang melalui kepuasan pelanggan. Populasi yang digunakan pada penelitian ini adalah masyarakat yang pernah membeli tiket pada website *yesplis.com* di DIY. Teknik pengambilan sampel menggunakan *non probability sampling*. Data diperoleh dengan membagikan kuesioner tentang *e-service quality*, kepuasan pelanggan, dan minat beli ulang kepada 115 responden. Teknik analisis data menggunakan *Partial Least Square* dengan software SmartPLS versi 3. Hasil penelitian menunjukkan bahwa: 1) *e-service quality* berpengaruh signifikan positif terhadap kepuasan pelanggan. 2) *e-service quality* berpengaruh signifikan positif terhadap minat beli ulang. 3) kepuasan pelanggan berpengaruh signifikan positif terhadap minat beli ulang. 4) *e-service quality* berpengaruh signifikan positif terhadap minat beli ulang melalui kepuasan pelanggan.

Kata Kunci: *E-Service Quality*, Kepuasan Pelanggan, dan Minat Beli Ulang

ABSTRACT

***THE EFFECT OF E-SERVICE QUALITY ON CUSTOMER SATISFACTION
AND REPURCHASE INTENTION ON THE YESPLIS.COM WEBSITE***

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This study aims to find out: (1) the effect of e-service quality on customer satisfaction, (2) the effect of e-service quality on repurchase intention, (3) the effect of customer satisfaction on repurchase intention, (4) the effect of e-service quality on repurchase intention through customer satisfaction. The population used in this research were people who had bought tickets on the yesplis.com website in DIY. The sampling technique uses non probability sampling. Data was obtained by distributing questionnaires on e-service quality, customer satisfaction, and repurchase intention decisions to 115 respondents. Data analysis technique using Partial Least Square with SmartPLS 3 software. The results showed that: 1) E-service quality has a significant positive effect on customer satisfaction, 2) e-service quality has a significant positive effect on repurchase intention, 3) customer satisfaction has a significant effect positive on repurchase intention, 4) e-service quality has a significant positive effect on repurchase intentions through customer satisfaction.

Keywords: E-Service Quality, Customer Satisfaction, and Repurchase Intention