

ABSTRAK

PENGARUH *E-SERVICE QUALITY* DAN *E-RECOVERY SERVICE QUALITY* TERHADAP LOYALITAS KONSUMEN MELALUI *PERCEIVED VALUE* SEBAGAI VARIABEL MEDIASI

Studi pada Pengguna Shopee

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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh *e-service quality* terhadap loyalitas konsumen, 2) pengaruh *e-recovery service quality* terhadap loyalitas konsumen, 3) pengaruh *e-service quality* terhadap loyalitas konsumen dengan *perceived value* sebagai mediasi, 4) pengaruh *e-service quality* terhadap loyalitas konsumen dengan *perceived value* sebagai mediasi. Data diperoleh dengan membagikan kuesioner pada 200 pengguna Shopee yang berusia minimal 17 tahun dan menggunakan Shopee selama 6 bulan dengan minimal 2 kali transaksi. Teknik pengambilan sampel menggunakan *purposive sampling*. Teknik analisis data yang digunakan dalam penelitian ini adalah *Partial Least Square (PLS)* dengan menggunakan *software* SmartPLS 3.0. Hasil penelitian ini menunjukkan bahwa: 1) *e-service quality* tidak berpengaruh signifikan terhadap loyalitas konsumen, 2) *e-recovery service quality* tidak berpengaruh signifikan terhadap loyalitas konsumen, 3) *perceived value* memediasi pengaruh *e-service quality* terhadap loyalitas konsumen dengan mediasi penuh (*full mediation*), 4) *perceived value* memediasi pengaruh *e-recovery service quality* terhadap loyalitas konsumen dengan mediasi penuh (*full mediation*).

Kata Kunci: *E-service quality*, *E-recovery service quality*, *Perceived value*, Loyalitas Konsumen.

ABSTRACT

THE EFFECT OF E-SERVICE QUALITY AND E-RECOVERY SERVICE QUALITY ON CONSUMER LOYALTY WITH PERCEIVED VALUE AS A MEDIATION VARIABLE

Study on Shopee Users

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This study aims to determine: 1) the effect of e-service quality on consumer loyalty, 2) the effect of e-recovery service quality on consumer loyalty, 3) the effect of e-service quality on consumer loyalty with perceived value as mediation, 4) the effect of e-service quality on consumer loyalty with perceived value as mediation. The sampling technique used was purposive sampling. Data was obtained by distributing questionnaires to 200 Shopee users who are at least 17 years old and have used Shopee for 6 months with at least 2 transactions. The sampling technique used purposive sampling. Data analysis technique used in this study is Partial Least Square (PLS) using SmartPLS 3.0 software. The result of this study indicate that: 1) e-service quality has no direct effect on consumer loyalty, 2) e-recovery service quality has no direct effect on consumer loyalty, 3) perceived value mediates the effect of e-service quality on consumer loyalty by full mediation (full mediation), 4) perceived value mediates the effect of e-recovery service quality on consumer loyalty by full mediation (full mediation).

Keywords: *E-service quality, E-recovery service quality, Perceived value, Consumer Loyalty.*