

Hubungan antara e-service quality dan purchase intention pada konsumen belanja online = The relationship between e-service quality and purchase intention among online shopping consumer

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Abstrak

Penelitian ini dilakukan untuk melihat hubungan antara E-Service Quality dengan Purchase Intention pada konsumen belanja online. E-Service Quality dalam penelitian ini adalah yang dipersepsikan oleh konsumen belanja online. Partisipan adalah 146 mahasiswa yang memiliki pengalaman belanja online. E-Service Quality diukur menggunakan E-S-Qual oleh Parasuraman, Zeithaml dan Malhotra (2005). Sementara Purchase Intention menggunakan alat ukur Online Purchase Intention oleh Topaloglu (2012).

Hasil menunjukkan bahwa terdapat hubungan yang signifikan antara E-Service Quality dengan Purchase Intention. Hasil ini ditunjukkan dengan ($r(146) = 0,384$, $p < 0,01$) yang berarti jika persepsi konsumen E-Service Quality meningkat maka Purchase Intention konsumen akan meningkat pula. Dengan demikian, para perusahaan e-commerce perlu menambahkan dan memperbaiki pelayanan konsumen online yang dapat memenuhi kebutuhan konsumen ketika berbelanja online baik interaksi dengan situs yang bersangkutan maupun interaksi dengan penjual, misalnya dengan memenuhi pesanan barang konsumen tepat waktu dan sesuai.

.....This research aimed to examine the relationship between E-Service Quality and purchase intention among Online Shopping Consumer. The E-Service Quality in this research is perceived by the online shopping consumers. Participants of this research were 146 undergraduate students who have online shopping experience. E-Service Quality were measured using E-S-Qual developed by Parasuraman, Zeithaml and Malhotra (2005). Meanwhile, purchase intention were measured using online purchase intention scale developed by Topaloglu (2012).

The main result of this research showed that E-Service Quality have a significant relationship with purchase intention among online shopping consumer. This result were showed by $r(146) = 0,384$, $p < 0,01$. This can also be said that if the E-Service Quality perceived by consumers increases, purchase intention will also increase. However, the result showed that the correlation between these two variable is still weak. Therefore, the e-commerce company should improve the quality of the online service in order to fulfill the consumers needs while shopping online. The service that is offered not only emphasizes on the consumers interaction with the website but also the opportunity to interact with the seller. For an example, fulfilling orders in time.