

Kesenjangan antara nilai ekspektasi dan aktual konsumen ketika terlibat dalam pengalaman belanja online = The Gaps between consumer perceived and actual value when engaging in online shopping experience

Raden Siti Nabila Widya Renjani, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20416404&lokasi=lokal>

Abstrak

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Tujuan dari penelitian ini adalah untuk menelusuri nilai ekspektasi dan kenyataan para konsumen online terhadap pengalaman saat belanja online.

Komunitas online telah menghadapi masalah dengan kepercayaan dan keamanan.

Hasilnya menjadikan konsumen tidak percaya untuk belanja online. Alat ukur

mengenai kualitas pelayanan telah digunakan untuk mengukur kesenjangan

antara nilai ekspektasi dan kenyataan para konsumen terhadap pengalaman saat

belanja online. Penelitian berdasarkan model SERVQUAL diuji kepada kelompok

penggemar belanja online di Melbourne untuk memahami aspek-aspek yang turut

berkontribusi terhadap kesenjangan diantara ekspektasi dan kenyataan para

konsumen. Singkat kata, konsumen online mencari keamanan dan jaminan

sebagai prioritas utama ketika mereka terlibat dengan belanja online.<hr>

ABSTRACT The purpose of this paper is to explore the perceived and actual value of

online consumers towards online shopping experience. The problem the online

community has been dealing with was trust and security. The outcomes of those

actions were distrusts from consumers to shop online. A measurement of quality

service is used to measure the gaps between consumer's perceived and actual

value towards online shopping experience. A research based on the SERVQUAL

model was conducted to a group of avid online consumers in Melbourne to

understand which aspect contributes the most to the gap of their expectations and

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