

Analisis pengaruh website image, online routine, website knowledge, dan innovativeness terhadap e-customer satisfaction sebagai variabel mediator terhadap e-customer loyalty: studi kasus: website penyedia paket wisata = Understanding the influence of website image, online routine, website knowledge, and innovativeness on e-customer satisfaction as mediator variable toward e-customer loyalty: case study: tourism website provider

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Abstrak

**ABSTRAK**

Tujuan penelitian ini adalah melihat apakah faktor atau determinan yang mempengaruhi kepuasan satisfaction konsumen ketika membeli paket wisata dari website. Studi ini berfokus pada sebelas website penyedia paket wisata dan website tersebut termasuk dalam kategori desain website terbaik versi argiacyber. Penelitian ini menggunakan variabel e-customer satisfaction sebagai variabel mediator yang mempengaruhi hubungan 4 empat determinan pembelian paket wisata dari website yaitu website image, online routine, website knowledge, dan innovativeness terhadap e-customer loyalty. Peneliti melakukan pre-test terlebih dahulu dengan uji statistik SPSS 20 untuk menentukan indikator setiap variabel pernyataan peneliti valid dan reliabel. Setelah melakukan pre-test, kemudian peneliti menggunakan Sructural Equation Modelling SEM untuk mengolah main test dengan software LISREL 8.51. Hasil penelitian memperlihatkan bahwa hanya 2 dua determinan yang mempengaruhi kepuasan konsumen yaitu online routine dan innovativeness serta penelitian menunjukkan e-customer satisfaction memediasi hubungan antara kedua determinan tersebut terhadap e-customer loyalty. Namun, ada 2 dua determinan yang tidak mempengaruhi kepuasan konsumen yaitu website image dan website knowledge.

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**ABSTRACT**

The objective of this study is to examine what the factors or determinants that affects e customer satisfaction when consumer purchase tour packages from the website. This study focuses on eleven website tour package provider and also the website is included in which of best design website category of argiacyber version. This research using e customer satisfaction as mediator variable that influence the relationship of 4 four determinant of tour package purchase from website which are website image, online routine, website knowledge, and innovativeness toward e customer loyalty. The researcher doing pre test firstly with SPSS 20 statistical test to determine the indicator of each variable are valid and reliable. After doing pre test, the researcher using Structural Equation Modelling SEM to process main test with software LISREL 8.51. The results showing that only 2 two determinants can affects e customer satisfaction which are online routine and innovativeness and also research shows e customer satisfaction has mediating role on the relationship between two determinants toward e customer loyalty. However, there are 2 two determinants that can rsquo t affects the e customer satisfaction which are website image and website knowledge.