

Pengaruh perceived value of consumer/seller relationship dan online shopping experience pada hubungan antara website quality dan online loyalty: studi kasus: Zalora Indonesia = The effect of perceived value of consumer/seller relationship and online shopping experience on the relationship between website quality and online loyalty: case study: Zalora Indonesia

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Abstrak

ABSTRAK

Meningkatnya minat masyarakat untuk berbelanja online serta ketatnya persaingan usaha pada industry e-commerce mendorong pelaku usaha untuk dapat bersaing dalam membangun hubungan jangka panjang serta loyalitas dengan pelanggan mereka. Penelitian kuantitatif ini bertujuan untuk melihat pengaruh dari website quality terhadap online loyalty yang dimediasi oleh perceived value of consumer/seller relationship dan dimoderasi oleh online shopping experience. Pengambilan sampel penelitian sebanyak 179 sampel dan melakukan analisis pengolahan data menggunakan Partial Least Square PLS . Hasil penelitian ini menunjukkan bahwa website quality pada situs Zalora Indonesia yang diukur melalui tiga dimensi, yaitu information quality, system quality dan e-service quality memiliki pengaruh positif yang signifikan terhadap perceived value of consumer/seller relationship; perceived value of consumer/seller relationship memiliki pengaruh positif yang signifikan terhadap online loyalty dan online shopping experience tidak memoderasi hubungan antara website quality pada situs Zalora Indonesia dengan perceived value of consumer/seller relationship.

ABSTRACT

The increased public interest in online shopping and higher competition in the e commerce industry has encouraged companies to compete in building long term relationships and loyalty with their customers. The purpose of this quantitative research is to investigate the effect of website quality on online loyalty mediated by perceived value of consumer seller relationship and moderated by online shopping experience. This study collected data from 179 samples and the data is analyzed using partial Least Square PLS method. The results of this study demonstrate that the quality of Zalora Indonesia Online Shopping Website, which is measured by three dimensions, namely information quality, system quality and e service quality, has a significant positive effect on the perceived value of consumer seller relationship perceived value of consumer seller relationship has a significant positive effect on online loyalty and online shopping experience does not exert a moderating effect on the relationship between Zalora Indonesia website quality and the perceived value of consumer seller relationship.