

Pengaruh e-Service quality, reputation, e-Trust, e-Satisfaction, terhadap e-Customer loyalty (studi pada PT. Bank Central Asia Tbk) = The Effect of e-Service quality, reputation, e-Trust, e-Satisfaction towards e-Customer loyalty (study PT. Bank Central Asia Tbk) / Ai Heni Novianti

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Abstrak

ABSTRAK

Penelitian ini bertujuan menjelaskan pengaruh e-Service Quality terhadap e-satisfaction, e-service quality terhadap e-trust, reputation terhadap e-trust, e-satisfaction terhadap e-customer loyalty dan e-trust terhadap e-customer loyalty, pada PT. Bank Central Asia Tbk. Penelitian ini menggunakan penelitian kuantitatif. Data penelitian dikumpulkan melalui survei dengan kuesioner online yang dilakukan terhadap 122 nasabah pengguna mobile banking BCA yang merupakan follower dari akun twitter HaloBCA (@HaloBCA). Data dianalisis menggunakan Structural Equation Modeling (SEM). Hasil penelitian menunjukkan bahwa e-customer satisfaction memberi pengaruh positif terhadap terbentuknya e-customer loyalty, e-trust memberi pengaruh positif terhadap terbentuknya e-customer loyalty, e-customer satisfaction tidak memberikan pengaruh positif terhadap e-Trust, e-service quality memberi pengaruh positif terhadap terbentuknya e-satisfaction, Reputation tidak memberikan pengaruh terhadap e trust.

ABSTRACT

This study aims to explain the effect of e-Service Quality on e satisfaction, e-service quality on e-trust, reputation on e-trust, e satisfaction on e-customer loyalty and e-trust on e-customer loyalty, at PT. Bank Central Asia Tbk. This research uses quantitative research where research data is collected through surveys with online questionnaires conducted on 122 BCA mobile banking users who are followers of the HaloBCA twitter account (@HaloBCA). Data were analyzed using Structural Equation Modeling (SEM). The results showed that e-customer satisfaction has a positive influence on the formation of e-customer loyalty, e-trust has a positive influence on the formation of e-customer loyalty, e-customer satisfaction does not have a positive effect on e-Trust, e-service quality has an influence positive towards the formation of e satisfaction, Reputation has no effect on e trust.