

Analisis faktor-faktor penentu loyalitas pelanggan pada industri e-commerce di Indonesia = Determinants of customer loyalty in Indonesia e-commerce industry

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Abstrak

ABSTRAK

Penelitian ini bertujuan untuk menguji bagaimanakah pengaruh perceived user interface quality, perceived information quality, perceived security, perceived privacy dan contact interactivity terhadap customer satisfaction dan customer trust, serta bagaimana pengaruh customer satisfaction dan customer trust terhadap customer loyalty pada konsumen e-commerce di Indonesia. Data yang digunakan dalam penelitian ini adalah data primer yang didapat dari kuesioner.

Dari hasil analisis ditemukan bahwa variabel perceived user interface quality, perceived security dan perceived privacy secara signifikan mempengaruhi customer satisfaction dan customer trust. Sedangkan perceived information quality dan contact interactivity tidak signifikan mempengaruhi customer satisfaction dan customer trust. Selain itu ditemukan juga bahwa customer satisfaction dan customer trust mempengaruhi loyalty

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ABSTRACT

This study aims to examine how the effect of perceived user interface quality, perceived information quality, perceived security, perceived privacy and contact interactivity to customer satisfaction and customer trust. Also how the effect of customer satisfaction and customer trust to customer loyalty in Indonesia e-commerce industry. The data which has been used in this study is the primary data obtained from questionnaires.

From the result of analysis which has been tested in the end we obtained finding perceived user interface quality, perceived security and perceived privacy have impact to customer satisfaction and customer loyalty. Meanwhile perceived information quality dan contact interactivity have no significant impact to customer satisfaction and customer trust. Also found that customer satisfaction and customer trust have positive influence to customer loyalty in Indonesia e-commerce industry.