

Implikasi Kualitas Layanan Logistik pada Customer Satisfaction dan Hubungan Pelanggan Jangka Panjang dalam Belanja Daring di Indonesia = Implications of Quality Logistics Services on Customer Satisfaction and Long-Term Customer Relationships in Online Shopping in Indonesia

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Abstrak

Dengan perdagangan daring di Indonesia yang mengalami puncak pertumbuhan yang sangat tinggi, Indonesia telah menjadi salah satu negara di Asia Tenggara dengan pasar besar di sektor perekonomian baru-baru ini. Hasil dari perkembangan inipun membawa peluang maupun tantangan baru bagi manajemen logistik e-commerce, terutama dengan sektor logistik yang telah menjadi tulang punggung aktivitas e-commerce. Kualitas layanan telah menjadi tema prioritas dalam penelitian pemasaran dan logistik, sejalan dengan kepentingan dalam kualitas, manajemen kualitas, dan kepuasan di perusahaan. Penelitian ini bertujuan untuk melihat penerapan manajemen kualitas pada layanan logistik (kualitas informasi, kualitas pemesanan, kualitas pengiriman, harga pengiriman, dan pelayanan pelanggan) dalam belanja daring di Indonesia untuk membangun hubungan jangka panjang dengan pelanggan lewat variabel repurchase intention dan loyalty dengan mediasi customer satisfaction, dimana penelitian difokuskan pada industri online fashion yang sedang meningkat secara global dan berkontribusi secara signifikan pada ekonomi kreatif nasional. Survei terhadap 202 responden dilakukan dan diuji dengan metode Partial Least Squares - Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa kualitas pemesanan, kualitas pengiriman, harga pengiriman, dan pelayanan pelanggan berpengaruh terhadap customer satisfaction kecuali pada hubungan dari kualitas informasi. Kemudian customer satisfaction juga memiliki hubungan yang signifikan dengan repurchase intention dan loyalty.

.....With e-commerce experiencing a very high growth peak in Indonesia, Indonesia has become one of the countries in Southeast Asia with a large market in the recent economic sector. The results of this development also bring new opportunities and challenges for e-commerce logistics management, especially with the logistics sector that has become the backbone of e-commerce activities. Service quality has become a priority theme in marketing and logistics research, in line with interests in quality, quality management, and satisfaction in companies. This study aims to examine the application of quality management in logistics services (information quality, order quality, delivery quality, shipping prices, and customer service) in online shopping in Indonesia to build long-term relationships with customers through repurchase intention and loyalty variables with customer satisfaction mediation, where research is focused on the online fashion industry which is now rising globally and contributes significantly to the national creative economy. A survey of 202 respondents was conducted and tested using the Partial Least Squares - Structural Equation Modeling (PLS-SEM) method. The results showed that the quality of orders, quality of delivery, price of delivery, and customer service affect customer satisfaction except for the relationship of information quality. Then customer satisfaction also has a significant relationship with repurchase intention and loyalty.