

Pengaruh Dimensi E-Service Quality terhadap E Customer Satisfaction dan E-Customer Loyalty (Studi pada Pengguna Aplikasi Netflix di JABODETABEK) = The Effect of E-Service Quality Dimensions on E-Customer Satisfaction and E-Customer Loyalty (Study on Netflix Application Users in JABODETABEK)

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Abstrak

Dalam beberapa tahun terakhir, layanan streaming video on demand mengalami perkembangan yang sangat pesat, dimana hal tersebut terlihat dari munculnya berbagai layanan video on demand di Indonesia. Melihat hal tersebut maka salah satu perusahaan video on demand, yaitu Netflix selalu berusaha semaksimal mungkin untuk menarik & meningkatkan jumlah pelanggan serta mempertahankan kualitas layanan agar para pelanggan tetap setia menggunakan layanan yang ditawarkan. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh dimensi electronic service quality terhadap electronic customer satisfaction dan electronic customer loyalty pada pengguna aplikasi Netflix di daerah JABODETABEK. Penelitian ini menggunakan pendekatan kuantitatif melalui metode survei kepada 120 responden yang merupakan pelanggan Netflix dan bertempat tinggal di daerah JABODETABEK. Data yang didapatkan diolah menggunakan SPSS dan SmartPLS. Hasil Penelitian ini menunjukkan bahwa beberapa dimensi electronic service quality berpengaruh langsung dan signifikan terhadap electronic customer satisfaction. Lalu electronic customer satisfaction berpengaruh langsung dan signifikan terhadap electronic customer loyalty. Terakhir beberapa dimensi electronic service quality berpengaruh langsung dan signifikan terhadap electronic customer loyalty.

.....In the last few years, video on demand services have experienced very rapid development, which can be seen from the emergence of various video on demand services in Indonesia. Seeing this, one of the video on demand companies, namely Netflix, always tries its best to attract & increase the number of subscribers and maintain the quality of service so that customers remain loyal in using the services offered. The purpose of this study was to analyze the effect of electronic service quality on electronic customer satisfaction and electronic customer loyalty for Netflix application users in the JABODETABEK area. This research uses a quantitative approach through a survey method to 120 respondents who are Netflix subscribers and live in the JABODETABEK area. The data obtained was processed using SPSS and SmartPLS. The results of this study indicate that the dimension of electronic service quality has a direct and significant effect on electronic customer satisfaction. Then electronic customer satisfaction has a direct and significant effect on electronic customer loyalty. The dimension of electronic service quality has a direct and significant effect on electronic customer loyalty