

# Pengaruh E-Service Quality, Personalization, E-WOM, dan Customer Support System Terhadap Keberhasilan E-commerce (Studi pada E-commerce Shopee) = The Influence of E-Service Quality, Personalization, E-WOM, and Customer Support System on E-commerce Success (Study on E-commerce Shopee)

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## Abstrak

E-commerce semakin berkembang pesat saat ini. Terdapat berbagai pilihan aplikasi e-commerce di Indonesia yang dapat digunakan oleh konsumen. E-commerce perlu memiliki kualitas layanan dan fitur yang berkualitas serta andal sehingga dapat unggul dari kompetitor. Penelitian ini bertujuan untuk menganalisis pengaruh e-service quality, personalization, E-WOM, dan customer support system (CSS) terhadap keberhasilan e-commerce. Penelitian ini menggunakan pendekatan kuantitatif dengan pengumpulan data menggunakan kuesioner online. Jumlah responden yang mengisi kuesioner penelitian ini sebanyak 108 responden. Responden pada penelitian ini merupakan pengguna e-commerce Shopee dari kalangan generasi milenial dan generasi Z. Penelitian ini menggunakan analisis regresi linear dan menggunakan software IBM SPSS Statistics 25 dalam mengolah data. Hasil penelitian ini menunjukkan bahwa e-service quality, personalization, E-WOM, dan CSS masing-masing memiliki pengaruh positif dan signifikan terhadap keberhasilan e-commerce. Hasil penelitian juga menunjukkan bahwa e-service quality, personalization, E-WOM, dan CSS secara simultan memiliki pengaruh terhadap e-commerce success. Hasil penelitian menunjukkan bahwa, diantara keempat variabel independen pada penelitian ini, e-service quality merupakan variabel yang paling berpengaruh terhadap keberhasilan e-commerce.

.....E-commerce is rapidly growing nowadays. There are various options of e-commerce applications in Indonesia that can be used by consumers. E-commerce needs to have high-quality and reliable service quality and features in order to excel over competitors. This research aims to analyze the influence of e-service quality, personalization, E-WOM, and customer support system (CSS) on e-commerce success. This study uses a quantitative approach with data collection using an online questionnaire. The number of respondents who filled out the questionnaire is 108 respondents. The respondents in this research are Shopee users from the millennial generation and generation Z. This study uses linear regression analysis and is processed using IBM SPSS Statistics 25 software. The result of this study indicate that e-service quality, personalization, E-WOM, and CSS each have a positive and significant influence on e-commerce success. The result also show that e-service quality, personalization, E-WOM, and CSS simultaneously have an influence on e-commerce success. The result show that, among the four independent variables in this study, e-service quality is the variable that has the most influence on e-commerce success.