ANALISIS PENGARUH KUALITAS LAYANAN MENGGUNAKAN MIM-E-QUAL TERHADAP KEPUASAN, LOYALITAS, POSITIVE WORD-OF-MOUTH DAN INTENTION TO USE BERDASARKAN PERSEPSI PENGGUNA WECHAT DI INDONESIA

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ABSTRAK

Indonesia merupakan salah satu negara yang menunjukkan peningkatan jumlah pengguna aplikasi *mobile instant messaging*. Salah satu yang sangat gencar memasarkan aplikasi *mobile instant messaging* di Indonesia adalah Tencent lewat produknya aplikasi WeChat. Berdasarkan hasil penelitian GlobalWebIndex, WeChat mengalami pertumbuhan pengguna yang signifikan di Indonesia tetapi WeChat belum mampu mengungguli pesaingnya. Salah satu strategi WeChat untuk meningkatkan pengguna adalah fokus untuk mengajak pengguna yang belum aktif menjadi pengguna aktif agar lebih banyak pengguna yang menggunakan WeChat dan tetap loyal. Oleh karena itu, penelitian ini dilakukan untuk mengetahui faktor-faktor kualitas layanan apa saja berdasarkan metode MIM-E-QUAL yang memiliki pengaruh signifikan terhadap kepuasan pengguna. Selain itu, penelitian ini juga dilakukan untuk mengetahui pengaruh kepuasan pengguna terhadap loyalitas, positive word-of-mouth, dan intensi untuk menggunakan WeChat. Pengumpulan data dilakukan melalui kuesioner online, dan data berhasil dikumpulkan dari 199 responden yang merupakan pengguna WeChat di Indonesia. Analisis data dilakukan dengan menggunakan teknik Partial Least Squares (PLS). Hasil penelitian ini menunjukkan seluruh faktor kualitas layanan berdasarkan MIM-E-QUAL memiliki pengaruh signifikan terhadap kepuasan pengguna dimana faktor *reliability* (kehandalan) memberikan pengaruh paling signifikan. Penelitian ini juga membuktikan bahwa kepuasan pengguna memberikan pengaruh paling signifikan terhadap loyalitas pengguna.

Kata Kunci: Kualitas Layanan, MIM-E-QUAL, WeChat, Kepuasan Pelanggan, Loyalitas, *Positive Word-of-mouth*, *Intention to Use*

THE EFFECT OF SERVICE QUALITY USING MIM-E-QUAL WITH USER SATISFACTION, LOYALTY, POSITIVE WORD-OF-MOUTH AND INTENTION TO USE BASED ON WECHAT USER PERSPECTIVE IN INDONESIA

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ABSTRACT

Indonesia is one of the fastest growth mobile instant messanging (MIM) applications user. One of MIM apps that still growing in Indonesia is Tencent with WeChat application. Based on the research results of GlobalWebIndex, WeChat experienced significant growth in users in Indonesia but WeChat has not been able to outperform its competitors. One of strategy to increase WeChat user is focused to encourage users who have actively become active users so that more users are using WeChat and remain loyal. Therefore, this study was conducted to determine the factors of service quality using MIM-E-QUAL methods which has an influence on user satisfaction. In addition, this study also conducted to determine the effect of user satisfaction to loyalty, positive word-of-mouth and intention to use WeChat. Data collected through online questionnaires and data were collected from 199 respondents who are users WeChat in Indonesia. Data analysis was done by using Partial Least Squares (PLS). All factors in MIM-E-QUAL which included Reliability, Assurance, Personalization, Enjoyment, Perceived Price Level, and Ease of Use are confirmed to have significance influence with satisfaction. Reliability has the most significance influence with satisfaaction. This study also shows that user satisfaction is the most significant influence on user loyalty.

Key words: Service Quality, MIM-E-QUAL, WeChat, Customer Satisfaction, Loyalty, Positive Word-of-mouth, Intention to Use

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