PENGARUH *E-QUALITY* TERHADAP *E-LOYALTY* DENGAN *E-TRUST* SEBAGAI VARIABEL ANTARA PADA *E-COMMERCE* B2C

Adityanata Nugraha Hasudungan[1]

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *e-quality* terhadap *e-loyalty* dengan *e-trust* sebagai variabel antara. Sampel yang digunakan dalam penelitian ini adalah konsumen yang berbelanja *online* sebanyak dua kali dalam kurun waktu setahun yang lalu di perusahaan *e-commerce* B2C. Jumlah sampel adalah 200 orang yang diambil melalui teknik *purposive sampling*. Metode analisis yang digunakan adalah analisis regresi linier sederhana. Hasil penelitian ini menunjukan bahwa *e-quality* dan *e-trust* berpengaruh signifikan secara simultan terhadap *e-loyalty*, namun *e-quality* lebih cenderung berpengaruh langsung terhadap terciptanya *e-loyalty*, sehingga *e-trust* kurang berpengaruh sebagai variabel antara. Hasil uji per dimensi *e-quality*, *fulfillment, ease of use, responsiveness and personalization,* dan *assurance* berpengaruh terhadap terciptanya *e-trust*, sedangkan *e-scape* tidak berpengaruh pada *e-trust*. Sedangkan terbentuknya *e-loyalty* melalui *e-trust* hanya dipengaruhi oleh dimensi *fulfillment.*.

Kata kunci : *e-commerce* B2C, *e-quality, e-trust, e-loyalty, personalization*

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THE EFFECT OF E-QUALITY ON E-LOYALTY WITH E-TRUST AS INTERVENING VARIABLE AT E-COMMERCE B2C

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ABSTRACT

This study aims to analayze the effect of e-quality on e-loyalty with e-trust as intervening variale. Respondent of this study were online shoppers who bought products through B2C online shops at least twice within a year. The statistical analytical model used is simple linear regression. The results indicated that e-quality and e-trust simultaneously influence of e-loyalty. However, e-quality was directly influenced the creation of e-loyalty, therefore relationship between e-quality and e-loyalty was not mediated by e-trust. Analysis on each dimension of e-quality shows that fulfilment, ease of use, responsiveness and personalization, and assurance were influenced the creation of e-trust, however e-scape was not associated with e-trust. In contrast, onlu dimension of fulfilment (e-trust) was significanty related e-loyalty.

Keywords: e-commerce B2C, e-quality, e-trust, e-loyalty, personalization

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