

ABSTRACT

The Effect of E-Service Quality on Inertia with E-Satisfaction as an Intervening Variabel

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The purpose of this research was to find out how the role of e-satisfaction in intervening in the interaction between e-service quality and inertia. This research was designed as a type of survey method by distributing questionnaires to 200 respondents who are marketplace consumers in Indonesia and aged over 17 years, using a purposive sampling technique. The analytical tool used in this research was structural equation modeling (SEM). The results of the study prove that e-service quality has an influence on e-satisfaction and e-satisfaction is proven to have an effect on inertia. In addition, the e-satisfaction variable is proven to be able to intervenening between e-service quality and inertia.

Keywords: E-Service Quality, E-Satisfaction, Inertia

ABSTRAK

Pengaruh *E-Service Quality* Terhadap Inersia Dengan *E-Satisfaction* sebagai Variabel *Intervening* (Survey Pada Konsumen *Marketplace* Di Indonesia)

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Tujuan dari penelitian ini adalah untuk mengetahui bagaimana peran *e-satisfaction* dalam mengintervensi interaksi antara *e-service quality* dan inersia. Penelitian ini dirancang sebagai jenis *survey method* dengan melakukan penyebaran angket kepada 200 responden yang merupakan konsumen *marketplace* di Indonesia dan berusia diatas 17 tahun, dengan menggunakan teknik *purposive sampling*. Alat analisis yang digunakan dalam penelitian ini yaitu *struqtural equation modeling* (SEM). Hasil penelitian membuktikan bahwa *e-service quality* memiliki pengaruh terhadap *e-satsifaction* dan *e-satisfaction* terbukti berpengaruh terhadap inersia. Selain itu variabel *e-satisfaction* terbukti dapat mengintervensi antara *e-service quality* dengan inersia.

Kata Kunci: *E-Service Quality, E-Satisfaction, Inersia*