

ABSTRACT

The Role of E-servicescape and Online Customer Review in Forming Loyalty through Perceived Value in Generation Z Users Marketplace in West Java

By:

Salma Ayu Amalia Rahman

213402200

Guide I : Andina Eka Mandasari, S.Si., M.M.

Guide II : Allicia Deana Santosa, S.E., M.M.

This study examines the interaction between e-servicescape and online customer reviews in forming loyalty through perceived value towards marketplace users in generation Z in West Java. This study uses a survey method by distributing questionnaires and involving 247 respondents in the study. The analysis tool used is Structural Equation Modeling (SEM) which is carried out through the IBM SPSS AMOS 24 application. The results of the study found the influence of e-servicescape and online customer reviews on attitudinal loyalty and behavioral loyalty with perceived value as a mediating variable. The findings of this study can add to the literature on consumer behavior in the use of e-commerce, by highlighting the role of digital experience and customer reviews in building long-term relationships between consumers and platforms. Then, it is expected to provide information and input for companies to optimize the appearance of the virtual environment (e-servicescape) on the application and pay attention to online customer reviews so that consumers provide positive reviews of the company so as to encourage attitudinal loyalty and behavioural loyalty through perceived value felt by consumers.

Keywords: *E-servicescape, Online Customer Review, Perceived Value, Attitudinal Loyalty, Behavioural Loyalty*

ABSTRAK

Peran *E-servicescape* dan *Online Customer Review* dalam Membentuk *Loyalty* melalui *Perceived Value* pada Generasi Z Pengguna *Marketplace* di Jawa Barat

Oleh:

Salma Ayu Amalia Rahman

213402200

Pembimbing I : Andina Eka Mandasari, S.Si., M.M.

Pembimbing II : Allicia Deana Santosa, S.E., M.M.

Penelitian ini mengkaji interaksi antara *e-servicescape* dan *online customer review* dalam membentuk *loyalty* melalui *perceived value* terhadap pengguna *marketplace* pada generasi Z di Jawa Barat. Penelitian ini menggunakan metode survei dengan membagikan kuesioner dan melibatkan 247 responden dalam penelitian. Alat analisis yang digunakan yaitu *Structural Equation Modeling* (SEM) yang dilakukan melalui aplikasi IBM SPSS AMOS 24. Hasil penelitian menemukan adanya pengaruh *e-servicescape* dan *online customer review* terhadap *attitudinal loyalty* dan *behavioural loyalty* dengan *perceived value* sebagai variabel mediasi. Temuan penelitian ini dapat menambah literatur mengenai perilaku konsumen dalam penggunaan *e-commerce*, dengan menyoroti peran pengalaman digital dan ulasan pelanggan dalam membangun hubungan jangka panjang antara konsumen dan *platform*. Kemudian, diharapkan dapat memberikan informasi dan masukan bagi perusahaan untuk mengoptimalkan tampilan lingkungan virtual (*e-servicescape*) pada aplikasi dan memperhatikan *online customer review* agar konsumen memberikan ulasan positif terhadap perusahaan sehingga mendorong sikap loyalitas (*attitudinal loyalty*) dan perilaku loyalitas (*behavioural loyalty*) melalui *perceived value* yang dirasakan konsumen.

Kata Kunci: *E-servicescape*, *Online Customer Review*, *Perceived Value*, *Attitudinal Loyalty*, *Behavioural Loyalty*