

## ABSTRACT

*This study aims to determine the effect of model behavior intention for improvement through e-trust based on e-service quality and e-service recovery in PT POS Indonesia. The sample used in this study is PT POS Indonesia amounting to 100 people. Data analysis was performed by path analysis using multiple linear regression analysis.*

*The result showed that e-service quality and e-service recovery partially had a positive and significant effect on e-trust. Meanwhile it is known that e-service quality, e-service recovery, and e-trust partially have a positive and significant effect on behavior intention. Sobel test results indicate that e-service quality and e-service recovery have an indirect effect on behavior intention. It's mean, e-trust variable can mediate the effect of e-service quality and e-service recovery on behavior intention.*

**Keywords:** *e-service quality, e-service recovery, behavior intention, e-trust*



## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *model peningkatan behavior intention melalui e-trust berbasis e-service quality dan e-service recovery pada PT POS Indonesia*. Sampel yang digunakan dalam penelitian ini adalah pelanggan di PT POS Indonesia yang berjumlah 100 orang. Analisis data yang dilakukan yaitu dengan analisis jalur (*path analysis*) dengan menggunakan analisis regresi linear berganda.

Hasil penelitian menunjukkan bahwa *e-service quality* dan *e-service recovery* secara parsial berpengaruh positif dan signifikan terhadap *e-trust*. Sementara itu diketahui bahwa *e-service quality*, *e-service recovery*, dan *e-trust* secara parsial berpengaruh positif dan signifikan terhadap *behavior intention*. Hasil uji sobel test menunjukkan bahwa *e-service quality* dan *e-service recovery* memiliki pengaruh tidak langsung terhadap *behavior intention*. Artinya, *e-trust* mampu memediasi pengaruh *e-service quality* dan *e-service recovery* terhadap *behavior intention*.

Kata Kunci: E-service quality, e-service recovery, behavior intention, e-trust

