

ABSTRAK

Mewujudkan pelanggan yang loyal merupakan strategi setiap pengelola toko online di tengah persaingan yang sengit. Oleh karena itu, model peningkatan loyalitas pelanggan berbasis kualitas menyeluruh merupakan sebuah urgensi. Penelitian ini bertujuan untuk menganalisis pengaruh kualitas toko online secara menyeluruh yang terdiri kualitas sistem, kualitas informasi, dan kualitas pelayanan terhadap kepuasan pelanggan dan loyalitas pelanggan.

Penelitian ini menggunakan pendekatan survei eksplanatori dengan populasi yang digunakan adalah masyarakat Kota Semarang. Sampel penelitian ini difokuskan pelanggan toko online atau market place di Kota Semarang. Sampel diambil dengan pendekatan quota sampling dengan jumlah 100 orang. Teknis analisis adalah Sruktural Equation Modeling dengan kemampuan menguji pengaruh langsung dan peran mediasi.

Hasil penelitian menunjukkan bahwa kualitas sistem dan kualitas informasi berpengaruh positif terhadap kepuasan pelanggan dan loyalitas pelanggan. Adapun kualitas pelayanan berpengaruh positif terhadap kepuasan pelanggan tetapi tidak berpengaruh langsung terhadap loyalitas pelanggan. Hasil lain menunjukkan peran penting kepuasan pelanggan sebagai mediasi hubungan kualitas menyeluruh dengan loyalitas pelanggan.

Kata Kunci : kualitas sistem, kualitas informasi, kualitas pelayanan, kepuasan pelanggan, loyalitas pelanggan.

ABSTRACT

Realizing loyal customers is the strategy of every online store manager in the midst of high competition. Therefore, the overall quality-based customer loyalty enhancement model is urgent. This study aims to analyze the effect of the quality of online stores as a whole which consists of system quality, information quality, and service quality on customer satisfaction and customer loyalty.

This study used an explanatory survey approach with the population being the people of Semarang City. The sample of this research is focused on customers of online shops or market places in the city of Semarang. Samples were taken using a quota sampling approach with a total of 100 people. The analysis technique is Structural Equation Modeling (SEM) with IBM Amos 22 software.

The results showed that system quality and information quality had a positive effect on customer satisfaction and customer loyalty. Service quality has a positive effect on customer satisfaction but does not have a direct effect on customer loyalty. Other results indicate the important role of customer satisfaction as a mediation of the overall quality relationship with customer loyalty.

Keywords: system quality, information quality, service quality, customer satisfaction, customer loyalty.

