

Abstract

The purpose of this paper is to confirm the dimensions, relevance and quality of online shopping services in Indonesia. In addition, the perception of the dimensions of service quality is also assessed along with customer satisfaction, focusing on customers of the Otten Coffee Indonesia's site in D.I Yogyakarta. A survey was conducted in the context of customers of the Otten Coffee Indonesia's site in D.I Yogyakarta and received 150 responses. The construction of the research framework was created and validated using factor analysis; further, structural equation modeling (SEM) is carried out to verify the hypothesis about the relationship being studied. The model obtained confirms most hypothesized relationships, provides a useful indication of how to define the influence between Reliability, Accuracy, Access, Ease of Navigation, Trust, Privacy, Personalization, Efficiency, Price Knowledge, Site Aesthetics, Flexibility to Overall Service Quality.

Keywords: *Service Quality, Reliability, Accuracy, Acces, Ease of Navigation, Trust, Privacy, Personalization, Efficiency, Price Knowledge, Site Aesthetics, Flexibility, E-Commerce, Online*

Abstraksi

Tujuan makalah ini adalah untuk mengkonfirmasi dimensi, relevansi dan kualitas layanan belanja online di Indonesia. Selain itu, persepsi dimensi kualitas layanan juga dinilai seiring dengan kepuasan pelanggan, dengan fokus pada pelanggan situs Otten Coffee Indonesia di D.I Yogyakarta. Sebuah survei telah dilakukan dalam konteks pelanggan situs Otten Coffee Indonesia di D.I Yogyakarta dan memperoleh 150 tanggapan. Konstruksi kerangka penelitian dibuat dan divalidasi menggunakan analisis faktor; lebih lanjut, pemodelan persamaan struktural (SEM) dilakukan untuk memverifikasi hipotesis tentang hubungan yang dipelajari. Model yang diperoleh mengkonfirmasi sebagian besar hubungan yang dihipotesiskan, memberikan indikasi yang berguna tentang bagaimana mendefinisikan pengaruh antara *Reliability*, *Accuracy*, *Acces*, *Ease of Navigation*, *Trust*, *Privacy*, *Personalization*, *Efficiency*, *Price Knowledge*, *Site Aesthetics*, *Flexibility* terhadap *Overall Service Quality*.

Kata Kunci: *Kualitas Layanan, Reliability, Accuracy, Acces, Ease of Navigation, Trust, Privacy, Personalization, Efficiency, Price Knowledge, Site Aesthetics, Flexibility, Perdagangan Elektronik, Online*