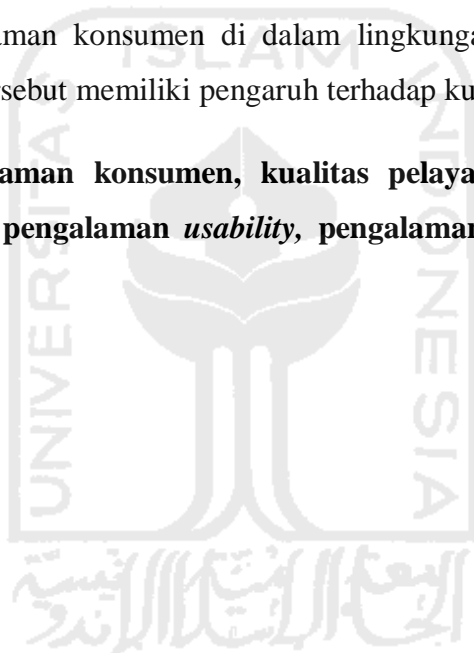


ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh pengalaman konsumen terhadap perbaikan dan evaluasi kualitas pelayanan dari industri *e-commerce* yang ada di Indonesia. Penelitian dilakukan dengan cara membagikan kuesioner yang berisi tentang bagaimana persepsi dan pengalaman konsumen setelah menggunakan layanan *online e-commerce*, yang dibagikan kepada 100 responden. Terdapat empat dimensi pengalaman konsumen di dalam penelitian ini, yaitu *hedonic experience*, *usability experiemce*, *pragmatic experience*, dan *sociability experience*. Tujuan dari penelitian ini adalah mengembangkan kerangka baru untuk menjelaskan hubungan antara kualitas pelayanan dan pengalaman konsumen di dalam lingkungan *online*. Masing-masing dimensi pengalaman tersebut memiliki pengaruh terhadap kualitas pelayanan.

Kata kunci : Pengalaman konsumen, kualitas pelayanan, lingkungan *online*, pengalaman *hedonic*, pengalaman *usability*, pengalaman *pragmatic*, pengalaman *sociability*



Abstract

This study aimed for how customer experience affected the service quality improvement from the e-commerce industry that exist in Indonesia. The study was done by collecting the data from spreading the questionnaire that contains how the user's experience and perception after using the online e-commerce services, that shared to 100 respondents. There are for dimension in customer experience in this study, wich are hedonic experience, usability experience, pragmatic experience, dan sociability experience. The purpose of the study is developing a new theoretical framework to explain the relationship between the service quality and the customer experience in online environment. Every dimension on those experience has an impact on the service quality.

Keywords : Customer experience, service quality, online environment, hedonic experience, usability experience, pragmatic experience, sociability experience

