

Analisis Pengaruh Kualitas Layanan yang dirasakan pada Situs Belanja *Online* di Yogyakarta

ABSTRAK

(Zelvin Praditya Ilham Sujaya, 13311184)

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.Ritel *online* adalah fenomena baru yang tumbuh dengan cepat di seluruh dunia. Pertumbuhan yang cepat tersebut mengakibatkan persaingan yang ketat pula pada dunia pasar *online*. Banyak perusahaan sekarang menyadari bahwa mereka tidak bisa hanya mengandalkan harga murah sebagai sumber keunggulan kompetitif dan harus mencari cara lain yang efektif untuk membedakan dengan para pesaingnya sehingga dapat menarik banyak pelanggan dan meningkatkan kepuasan pelanggan. Penelitian ini meneliti tentang kualitas layanan toko *online* sebagai sumber keunggulan kompetitif pada toko *online*.

Data dikumpulkan dari 237 pengguna situs belanja *online* di Yogyakarta dengan teknik *convenience sampling*. Teknik analisis penelitian ini menggunakan *Structural Equation Modelling* (SEM) dengan program Lisrel 8.80.

Hasil penelitian ini menunjukkan bahwa kualitas platform dan kualitas interaksi memiliki pengaruh signifikan terhadap *positive word of mouth*. Serta kualitas *outcome* memiliki pengaruh positif terhadap sikap pelanggan terhadap toko *online*. Sikap pelanggan terhadap toko *online* pun berpengaruh positif terhadap *positive word of mouth*. Namun kualitas platform dan kualitas interaksi tidak memiliki pengaruh signifikan terhadap sikap pelanggan terhadap toko *online*. Begitu juga dengan kualitas *outcome* yang tidak memiliki pengaruh signifikan terhadap *positive word of mouth*.

Kata Kunci: Sikap Terhadap Toko *Online*, *Online Shopping*, Kualitas Layanan, *Positive Word of Mouth*, Model Persamaan Struktural, SEM.

Analysis The Influence of Perceived Quality of Service Quality on Online Shopping Websites in Yogyakarta

ABSTRACT

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Online retailing is a new but fast growing phenomenon in many countries around the world. The fast pace at which it is growing is resulting in stiff competition on the online market space. Many firms now realise that they cannot only rely on low prices as a source of competitive advantage and are looking for other effective ways of differentiating themselves so as to attract more customers and enhance their satisfaction with their online stores. This paper investigates online store service quality as a source of competitive advantage for online stores.

Data was collected from a total of 237 online shoppers from Yogyakarta. with convenience sampling techniques. This research analysis techniques using Structural Equation Modelling (SEM) with 8.80 lisrel program.

The results of this study indicate that platform quality and interaction quality has significant influence on consumer's positive word of mouth. Outcome quality has significant influence on attitude toward online shop. In addition, attitude toward online shop has significant influence on consumer's positive word of mouth. However, platform quality and interaction quality has not significant influence on attitude toward online shop. And also, outcome quality has not significant influence on consumer's positive word of mouth in this research.

Keywords: Attitude Toward Online Shop, Online Shopping Service Quality, Positive Word of Mouth, Structural Equation Model, SEM