

ABSTRAK

Penelitian ini mencoba untuk menganalisis dampak dari tingkat layanan *online* dalam konteks dimana transaksi belum dilakukan namun konsumen sudah bersedia untuk membelinya, melalui pendekatan formatif. Dalam pembahasan ini, penelitian akan mempertimbangkan dua dimensi utama *e-service quality* (*transaction related service* dan *pre-purchase service*) dalam konteks proses pembelian di bisnis *e-commerce*. Pengujian ini dilakukan pada bisnis *e-commerce* lokal secara umum tanpa melihat suatu perusahaan secara mendalam dengan sampel sebanyak 100. Data yang diperoleh dianalisis dengan menggunakan teknik analisis PLS (*Partial Least Square*) melalui *software* smartPLS. Hasil penelitian menunjukkan bahwa *e-service quality* dalam hal ini *transaction related service* (layanan terkait transaksi) dan *pre-purchase service* (layanan sebelum pembelian) berpengaruh pada pengalaman navigasi konsumen, selanjutnya layanan sebelum pembelian berpengaruh positif pada perilaku konsumen, sebaliknya tidak ada hubungan antara layanan terkait transaksi dengan perilaku konsumen, selanjutnya pengalaman navigasi dari konsumen berpengaruh pada perilaku seorang konsumen kepada sebuah *website*, dan stimulasi dari semuanya berpengaruh signifikan terhadap niat pembelian konsumen.

Kata Kunci : *E-Service Quality, Transaction Related Service, Pre-Purchase Service, Pengalaman navigasi, Perilaku kepada sebuah website, Niat pembelian, Pendekatan Formatif.*

ABSTRAC

This study attempts to analyze the impact of level of service online in the context where the transaction has not been made yet consumers are already willing to buy it, through a formative approach. In this discussion, the study will consider the two main dimensions of e-service quality (transaction related service and purchase pre-order service) in the context of the purchase process on the e-commerce business. This research is done at the local e-commerce business in general without looking at an enterprise in depth with the samples as many as 100. The data obtained were analyzed using analysis of PLS (Partial Least Square) via software smartPLS. The results showed that penelitian e-service quality in this transaction related service and purchase pre-order effect on consumer navigation experience, the next service before purchasing a positive effect on consumer behavior, otherwise there is no relationship between the related service transactions with consumer behaviour, the next navigation experience of consumers affect the behavior of a consumer to a website, and stimulation of these influential consumer purchase intent significantly to.

Keywords: E-Service Quality, Transaction Related Service, Pre-Purchase Service, Attitude to the Web, Purchase Intention, formative approach.