

**PENGARUH DIMENSI KUALITAS LAYANAN BERBASIS ELEKTRONIK
TERHADAP KEPUASAN DAN LOYALITAS KONSUMEN PADA
PENGGUNA APLIKASI GO-JEK**

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ABSTRAK

Penelitian ini bertujuan untuk pengaruh dimensi kualitas layanan berbasis elektronik yang berupa *Ease of use* (kemudahan pemakaian), *Trust* (kepercayaan), *reliability* (kehandalan) terhadap kepuasan dan loyalitas konsumen pada pengguna aplikasi Gojek. Sampel penelitian adalah mahasiswa Fakultas Ekonomi Universitas Mercu Buana Yogyakarta. Sampel diambil dengan teknik purposive sampling, data dikumpulkan dengan menggunakan kusioner *on-lin* berupa *Google Form*. Analisis yang digunakan adalah uji analisis jalur dengan bantuan program smartPLS. Hasil penelitian menunjukkan bahwa: *Ease of use* (kemudahan pemakaian), *Trust* (kepercayaan), *reliability* (kehandalan) berpengaruh positif terhadap kepuasan, *Ease of use* (kemudahan pemakaian), *Trust* (kepercayaan), *reliability* (kehandalan) berpengaruh positif loyalitas konsumen dan kepuasan konsumen berpengaruh positif terhadap loyalitas konsumen pada pengguna aplikasi Gojek.

Kata kunci: Kualitas layanan, kemudahan pemakaian, kepercayaan, kehandalan, kepuasan konsumen, dan loyalitas konsumen

THE EFFECT OF ELECTRONIC-BASED QUALITY SERVICE DIMENSION ON CUSTOMER SATISFACTION AND LOYALTY IN GO-JEK APPLICATIONS USERS

ABSTRACT

This study aims to influence the dimensions of electronic-based service quality in the form of Ease of use, Trust, reliability of customer satisfaction and loyalty in Gojek application users. The research sample was students of the Faculty of Economics, University of Mercu Buana Yogyakarta. Samples were taken by purposive sampling technique, data were collected using an on-lin questionnaire in the form of Google Form. The analysis used is the path analysis test with the SmartPLS program help. The results showed that: Ease of use, Trust, reliability had a positive effect on satisfaction, Ease of use, Trust, reliability had a positive effect on customer loyalty and satisfaction consumers have a positive effect on consumer loyalty for Gojek application users.

Keywords: Service quality, ease of use, trust, reliability, customer satisfaction, and customer loyalty