PENGARUH *ESERVICE QUALITY* DAN *ERECOVERY SERVICE QUALITY* TERHADAP *PERCEIVED VALUE, ECUSTOMER SATISFACTION* DAN *ECUSTOMER LOYALTY* (STUDI PADA PELANGGAN *ONLINE SHOPPING* DI *WEBSITE VIRTUAL STORE* MALANG WWW.LAPTOPBEKASMALANG.COM)

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ABSTRAK

Penelitian ini bertujuan untuk mengalisis pengaruh *eService quality*, *eRecovery service quality*, *perceived value, ecustomer satisfaction* dan *ecustomer loyalty* pada pelanggan online shoopping di *website virtual store* Malang www.laptopbekasmalang.com. Secara spesifik tujuan dari penelitian ini untuk (1) menguji pengaruh *eService quality* terhadap *eCustomer satisfaction*, (2) menguji pengaruh *eRecovery Service Quality* terhadap *perceived value*, (3) menguji pengaruh *perceived value* terhadap *eCustomer satisfaction*, (4) menguji pengaruh *perceived value* terhadap *eCustomer loyalty*, dan (5) menguji pengaruh *eCustomer satisfaction* terhadap *eCustomer loyalty*.

Penelitian ini termasuk penelitian *eksplanatory research*. Metode pengambilan sampel dengan metode *probability sampling*. Teknik sampel yang digunakan adalah teknik *sample random sampling* (pengambilan sampel acak sederhana) yaitu dengan cara undian. Terdapat 42 responden dalam penelitian ini. Metode analisis data menggunakan *Generalized Structured Component Analysis* (GSCA) Hasil penelitian ini menunjukkan bahwa (1) *eService quality* berpengaruh signifikan terhadap *eCustomer satisfaction*. (2) *eRecovery Service Quality* berpengaruh signifikan terhadap *perceived value*. (3) *perceived value* berpengaruh signifikan terhadap *eCustomer satisfaction*. (4) *perceived value* berpengaruh signifikan terhadap *eCustomer loyalty*. (5) *eCustomer satisfaction* berpengaruh signifikan terhadap *eCustomer loyalty*.

Kata kunci: *eService quality*, *eRecovery service quality*, *perceived value, ecustomer satisfaction*, *ecustomer loyalty*, pelanggan *online shopping*, GSCA.

ABSTRACT

The research is intended to analyze the influence of eService quality, eRecovery service quality, perceived value, customer satisfaction, and ecustomer loyalty to online shopping customers in a virtual store website of Malang: www.laptopbekasmalang.com. Specifically, the research purpose are: (1) tested eService quality influence to eCustomer satisfaction; (2) testing the influence of eRecovery Service Quality to perceived value, (3) tested the influence of perceived value to eCustomer satisfaction, (4) tested the influence of perceived value to eCustomer loyalty, and (5) tested the influence of eCustomer satisfaction to eCustomer loyalty. The research can be included into explanatory research. Sample technique method using probability sampling (simple random sampling) which is by drawing. There are 42 respondents in this research. Data analysis method using Generalized Structure Component Analysis (GSCA). This research shows that (1) eService quality have significant influence to eCustomer satisfaction. (2) eRecovery Service Quality has significant influence to perceived value. (3) perceived value has significant influence to eCustomer satisfaction. (4) perceived value has significant influence to eCustomer loyalty. (5) eCustomer satisfaction has significant influence to eCustomer Loyalty.

Keywords: eService quality, eRecovery service quality, perceived value, ecustomer satisfaction,

ecustomer loyalty, online shopping customer, GSCA.