

**THE INFLUENCE OF E-SERVICE QUALITY AND  
E-WORD OF MOUTH (E-WOM) ON E-LOYALTY  
THROUGH CONSUMER TRUST  
AT TOKOPEDIA**



**BY**

**KHO RAYNANDA PUTRA JATMIKO**

**3303015005**

**INTERNATIONAL BUSINESS MANAGEMENT  
BUSINESS FACULTY  
WIDYA MANDALA CATHOLIC UNIVERSITY  
SURABAYA  
2019**

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BY:

**KHO RAYNANDA PUTRA JATMIKO**

3303015046

**INTERNATIONAL BUSINESS MANAGEMENT**

**FACULTY OF BUSINESS**

**WIDYA MANDALA CATHOLIC UNIVERSITY**

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APPROVAL PAGE

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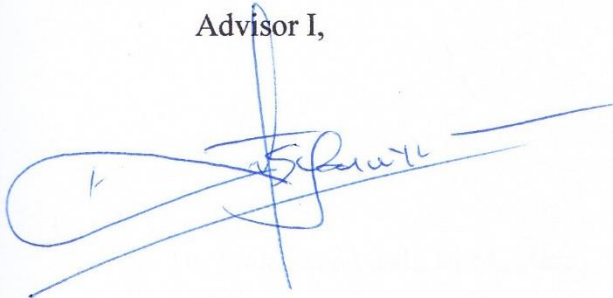
By :

KHO RAYNANDA PUTRA JATMIKO

3303015005

Approved and Accepted  
to be Submitted to the test team

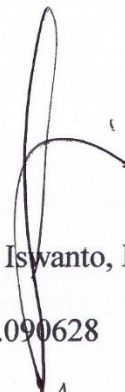
Advisor I,



Dr. A. Y. Yan Wellyan Toni  
Putra, SE., M.Si.  
NIK : 311.97.0285

Date : 14 Januari 2019

Advisor II,



Y.B. Budi Iswanto, MA., Ph.D.

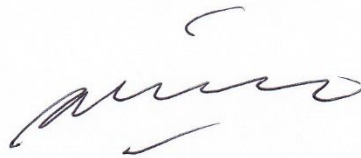
NIK : 311.090628

Date : 14 Januari 2019

**VALIDATION PAGE**

**Thesis that is written by: Kho Raynanda Putra Jatmiko NRP. 3303015005**  
has been examined on 25<sup>th</sup> January 2019 and declared to have passed by the Panel  
of Examiners.

Head of Examiners,





Dr. Lydia Ari Widyarini, MM.

NIK. 311.92.0813

Confirmed by:

Dean of Business Faculty



Dr. Lodovicus Lasdi, MM., Ak., CA., CPAI.  
NIK: 321.99.0370

Head of Departement,



Robertus Sigit H. L., SE., M.Sc  
NIK: 311.11.0678

## AUTHENTICITY STATEMENT AND PUBLICATION APPROVAL OF SCIENTIFIC PAPER

I, the undersigned below:

Name : Kho Raynanda Putra Jatmiko

NRP : 3303015005

Title : The Influence of E-Service Quality and E-Word of Mouth (E-WOM) on  
E-Loyalty through Consumer Trust at Tokopedia

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Surabaya

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Kho Raynanda Putra Jatmiko

## FOREWORDS

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# **THE INFLUENCE OF E-SERVICE QUALITY AND E-WORD OF MOUTH (E-WOM) ON E-LOYALTY THROUGH CONSUMER TRUST AT TOKOPEDIA**

## **ABSTRACT**

In the current era, most people are almost inseparable from technological things. They need technology to help and meet their needs. They use technology to buy goods online, because they are more effective. That is why, this encourages many e-commerce companies to strengthen their strength so that they can win the market. In Indonesia, many people in Indonesia cannot be loyal to one of the shops. They tend to use e-commerce that has the cheapest products cheaper than shops among other e-commerce. This research is a causal study which aims to determine the relationship of the quality of E-Service Quality and e-word of mouth to E-Loyalty through Consumer Trust. The study population is all people living in Indonesia, aged over or equal to 17 years, know and have experience in conducting transactions on Tokopedia. The sample of this study was 150 respondents who were disseminated through an online questionnaire, using the google form.

The results of this study, which were analyzed by Structural Equation Modeling (SEM) LISREL, showed that E-Service Quality had a positive and significant effect on Consumer Trust, E-Word of Mouth had a positive and significant influence on Consumer Trust, Consumer Trust had a significant effect on E-Loyalty, E-Service Quality has a positive and significant influence on E-Loyalty through the Consumer Trust, E-Word of Mouth has a positive and significant influence on E-Loyalty through the Consumer Trust. Therefore, it is recommended to Tokopedia, to maintain and improve their E-Service Quality, so that customers will feel more comfortable and confident. And Tokopedia can also ask consumers to review their application or web, so they will get more reviews and increase other consumer trust on Tokopedia. For academic advice, further researchers can consider many other variables, such as Online Repurchase Intention, purchase intention, brand image, and others.

**Keywords: E-Service Quality , E-Word of Mouth, Customer Trust, E-loyalty**

## ABSTRAK

Di era saat ini, kebanyakan orang hampir tidak dapat dipisahkan dari hal-hal teknologi. Mereka membutuhkan teknologi untuk membantu dan memenuhi kebutuhan mereka. Mereka menggunakan teknologi untuk membeli barang secara online, karena mereka lebih efektif. Itu sebabnya, ini mendorong banyak perusahaan *e-commerce* untuk memperkuat kekuatan mereka sehingga mereka dapat memenangkan pasar. Di Indonesia, banyak orang di Indonesia tidak bisa setia kepada salah satu toko. Mereka cenderung menggunakan *e-commerce* yang memiliki produk termurah lebih murah daripada toko di antara *e-commerce* lainnya. Penelitian ini merupakan penelitian kausal yang bertujuan untuk mengetahui hubungan *E-Service Quality* dan *E-Word of Mouth* dengan *E-Loyalty* melalui *Consumer Trust*. Populasi penelitian adalah semua orang yang tinggal di Indonesia, berusia di atas atau sama dengan 17 tahun, tahu dan memiliki pengalaman dalam melakukan transaksi di Tokopedia. Sampel penelitian ini adalah 150 responden yang disebarluaskan melalui kuesioner online, menggunakan *google form*.

Hasil penelitian ini, yang dianalisis dengan Structural Equation Modeling (SEM) LISREL, menunjukkan bahwa *E-Service Quality* memiliki pengaruh positif dan signifikan terhadap *Consumer Trust*, *E-Word of Mouth* memiliki pengaruh positif dan signifikan terhadap Kepercayaan Konsumen, Kepercayaan Konsumen telah efek signifikan pada *E-Loyalty*, *E-Service Quality* memiliki pengaruh positif dan signifikan terhadap *E-Loyalty* melalui *Consumer Trust*, *E-Word of Mouth* memiliki pengaruh positif dan signifikan terhadap *E-Loyalty* melalui *Consumer Trust*. Oleh karena itu, direkomendasikan kepada Tokopedia, untuk mempertahankan dan meningkatkan *E-Service Quality* mereka, sehingga pelanggan akan merasa lebih nyaman dan percaya diri. Dan Tokopedia juga dapat meminta konsumen untuk meninjau aplikasi atau web mereka, sehingga mereka akan mendapatkan lebih banyak ulasan dan meningkatkan kepercayaan konsumen lainnya pada Tokopedia. Untuk saran akademis, peneliti lebih lanjut dapat mempertimbangkan banyak variabel lain, seperti *Online Repurchase Intention*, *Purchase Intention*, *Brand Image*, dan lainnya.

**Kata Kunci :** *E-Service Quality* , *E-Word of Mouth*, *Customer Trust*, *E-loyalty*