

ABSTRAK

Tesis dengan judul “Pengaruh *Brand Image*, *E-Trust* dan *E-Service Quality* terhadap *Loyalty* melalui *Satisfaction* sebagai variabel intervening pada konsumen *e-commerce* Shopee di Jawa Timur” ditulis oleh Muhammad Yoga Aditia, NIM. 188050822019, Magister Ekonomi Syariah Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung yang dibimbing Dr. H. Mashudi, M.Pd.I. dan Prof. Dr. H. Dede Nurrohman, M.Ag.

Penelitian ini dilatarbelakangi adanya perkembangan pesat dari teknologi internet yang semakin kesini juga memainkan peran penting dalam dunia pemasaran online, bisnis *e-commerce*, dan *transformasi digital* dalam berbagai industri. Dimana masyarakat yang semakin ketergantungan pada teknologi dan internet menginginkan kemudahan dan efisiensi dalam berbagai aspek kehidupan, termasuk salah satunya dalam berbelanja. Belanja *online* menjadi trend baru yang digemari saat ini, karena konsumen tidak perlu mendatangi toko *online* untuk membeli barang yang diinginkan, cukup dengan membuka situs belanja *online* untuk mencari barang yang diinginkan. Sehingga *e-commerce* berlomba-lomba untuk menjadi yang terbaik untuk menjaga konsumen agar tetap menggunakan *e-commerce* yang terbaik, oleh karena itu *e-commerce* Shopee menjada konsumen dan loyalitas konsumen menggunakan beberapa faktor *brand image*, *e-trust*, *e-service quality* dan *satisfaction*.

Penelitian ini bertujuan untuk menguji pengaruh *brand image* terhadap *loyalty* pada konsumen *e-commerce* Shopee di Jawa Timur, menguji pengaruh *e-trust* terhadap *loyalty* pada konsumen *e-commerce* Shopee di Jawa Timur, menguji pengaruh *e-service quality* terhadap *loyalty* pada konsumen *e-commerce* Shopee di Jawa Timur, menguji pengaruh *satisfaction* terhadap *loyalty* pada

konsumen *e-commerce* Shopee di Jawa Timur, menguji pengaruh *brand image* terhadap *loyalty* melalui *satisfaction* pada konsumen *e-commerce* Shopee di Jawa Timur, menguji pengaruh *e-trust* terhadap *loyalty* melalui *satisfaction* pada konsumen *e-commerce* Shopee di Jawa Timur, menguji pengaruh *e-service quality* terhadap *loyalty* melalui *satisfaction* pada konsumen *e-commerce* Shopee di Jawa Timur

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Teknik sampling *non-probability sampling* dan jenis *sampling purposive*. Data penelitian diperoleh dari responden yang didapat secara langsung dengan cara menyebarkan kuesioner. Metode yang digunakan dalam penelitian ini ialah analisis jalur atau *path analysis* menggunakan alat bantu SmartPLS. Hasil penelitian ini menunjukkan bahwa: (1) *brand image* tidak berpengaruh signifikan terhadap *loyalty* pada konsumen *e-commerce* Shopee di Jawa Timur; (2) *e-trust* tidak berpengaruh signifikan terhadap *loyalty* pada konsumen *e-commerce* Shopee di Jawa Timur; (3) *e-service quality* berpengaruh signifikan terhadap *loyalty* pada konsumen *e-commerce* Shopee di Jawa Timur; (4) *satisfaction* berpengaruh signifikan terhadap *loyalty* pada konsumen *e-commerce* Shopee di Jawa Timur; (5) terdapat pengaruh signifikan *brand image* terhadap *loyalty* melalui *satisfaction* pada konsumen *e-commerce* Shopee di Jawa Timur; (6) tidak terdapat pengaruh signifikan *e-trust* terhadap *loyalty* melalui *satisfaction* pada konsumen *e-commerce* Shopee di Jawa Timur; (7) terdapat pengaruh signifikan *e-service quality* terhadap *loyalty* melalui *satisfaction* pada konsumen *e-commerce* Shopee di Jawa Timur;

Kata Kunci: *E-Commerce, Loyalty, Satisfaction*

ABSTRACT

The thesis entitled "The Effect of Brand Image, E-Trust and E-Service Quality on Loyalty through Satisfaction as an intervening variable on Shopee e-commerce consumers in East Java" was written by Muhammad Yoga Aditia, NIM. 188050822019, Master of Sharia Economics at Sayyid Ali Rahmatullah Tulungagung State Islamic University, supervised by Dr. H. Mashudi, M.Pd.I. and Prof. Dr. H. Dede Nurrohman, M.Ag.

This research is motivated by the rapid development of internet technology which is increasingly playing an important role in the world of online marketing, e-commerce businesses, and digital transformation in various industries. Where people who are increasingly dependent on technology and the internet want convenience and efficiency in various aspects of life, including one of them in shopping. Online shopping is a new trend that is favored today, because consumers do not need to go to an online store to buy the desired item, simply by opening an online shopping site to find the desired item. So that e-commerce is competing to be the best to keep consumers using the best e-commerce, therefore Shopee e-commerce maintains consumers and consumer loyalty using several factors brand image, e-trust, e-service quality and satisfaction.

This study aims to examine the effect of brand image on loyalty for Shopee e-commerce consumers in East Java, examine the effect of e-trust on loyalty for Shopee e-commerce consumers in East Java, examine the effect of e-service quality on loyalty for Shopee e-commerce consumers in East Java, examine the effect of satisfaction on loyalty for Shopee e-commerce consumers in East Java, examine the effect of brand image on loyalty through satisfaction for Shopee e-commerce consumers in East Java, examine the effect of e-trust on loyalty through satisfaction for Shopee e-commerce consumers in East Java, examine the effect of e-service quality on loyalty through satisfaction for Shopee e-commerce consumers in East Java.

This research uses a quantitative approach with an associative research type. Non-probability sampling technique and purposive sampling type. Research data obtained from respondents obtained directly by distributing questionnaires. The method used in this research is path analysis using SmartPLS tools. The results of this study indicate that: (1) brand image has no significant effect on loyalty for Shopee e-commerce consumers in East Java; (2) e-trust has no significant effect on loyalty for Shopee e-commerce consumers in East Java; (3) e-service quality has a significant effect on loyalty for Shopee e-commerce consumers in East Java; (4) satisfaction has a significant effect on loyalty for Shopee e-commerce consumers in East Java; (5) there is a significant effect of brand image on loyalty through satisfaction for Shopee e-commerce consumers in East Java; (6) there is no significant effect of e-trust on loyalty through satisfaction for Shopee e-commerce consumers in East Java; (7) there is a significant effect of e-service quality on loyalty through satisfaction for Shopee e-commerce consumers in East Java.

Keywords: E-Commerce, Loyalty, Satisfaction