

# THE IMPACT OF E-SERVICE QUALITY AND PERCEIVED VALUE ON OVO'S BRAND TRUST MEDIATED BY CUSTOMER E-SATISFACTION IN SURABAYA



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**THE IMPACT OF E-SERVICE QUALITY AND  
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TRUST MEDIATED BY CUSTOMER  
E-SATISFACTION IN SURABAYA**

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**APPROVAL PAGE**

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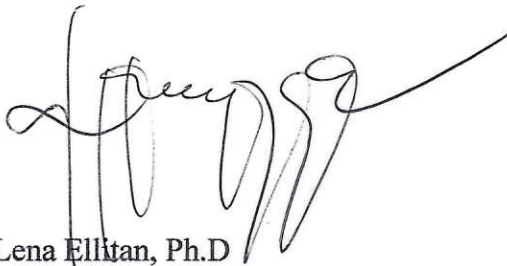
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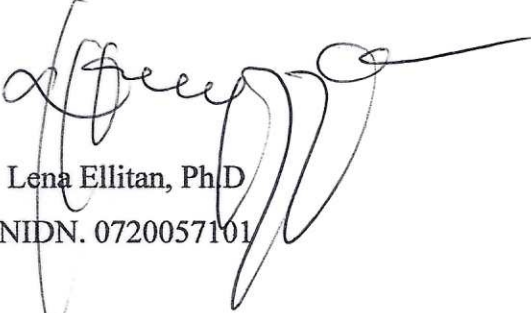
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## FOREWORDS

All praises to Jesus Christ, for His abundant blessings and guidance so the researcher was able to complete the thesis entitled “The Impact of E-service Quality and Perceived Value on OVO’s Brand Trust Mediated by Customer E-satisfaction in Surabaya”. This thesis was made to meet the requirements to obtain the title of Bachelor of Management at Business Faculty Widya Mandala Catholic University Surabaya. During the writing process of this thesis, researcher has received a massive amount of help, guidance, advice and support from various sources. Thus, the researcher would like to express gratitude to:

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Surabaya, December 2019

Researcher,

Josephine Vina Santoso

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## ABSTRAK

Perubahan secara drastis yang terjadi di bidang teknologi memang telah mengubah kehidupan manusia. Semuanya menjadi tergantung dengan internet, termasuk dalam kegiatan bertransaksi. Sejak munculnya *e-money*, manusia tidak lagi mengandalkan uang tunai untuk melakukan transaksi dengan satu sama lain. Dimulai dari penggunaan *e-money* yang berwujud kartu, hingga sekarang penggunaan *e-money* yang hanya memerlukan sentuhan di telepon genggam. Penelitian ini dipengaruhi oleh penelitian sebelumnya yang mencari pengaruh *e-service quality* dan *perceived value* terhadap *brand trust*, yang dimediasi oleh *customer e-satisfaction*.

Penelitian ini dilakukan untuk memahami dampak *e-service quality* dan *perceived value* terhadap *brand trust* OVO di Surabaya, dengan menggunakan *customer e-satisfaction* sebagai mediator. Penelitian ini menggunakan metode penelitian kuantitatif, dengan 150 responden yang berusia 17 tahun atau lebih, pernah menggunakan aplikasi OVO, dan saat ini tinggal di Surabaya. Responden akan mengisi kuesioner yang diberikan menggunakan bentuk *google form*.

Peneliti menggunakan Structural Equation Modeling dengan SmartPLS 3.0 sebagai alat dalam penelitian ini. Penelitian ini menemukan bahwa *E-service Quality* memiliki dampak signifikan terhadap *Perceived Value* OVO; *E-service Quality* memiliki dampak signifikan pada *Customer E-satisfaction* OVO; *Perceived Value* memiliki dampak signifikan pada *Customer E-satisfaction* OVO; *Customer E-satisfaction* memiliki dampak signifikan pada *Brand Trust* OVO; *Customer E-satisfaction* memediasi hubungan antara *E-service Quality* OVO dan *Brand Trust*; dan *Customer E-satisfaction* memediasi hubungan antara *Perceived Value* OVO dan *Brand Trust*.

**Kata Kunci:** *E-service Quality, Perceived Value, Customer E-satisfaction, Brand Trust*

## **ABSTRACT**

The drastic change in the terms of technology has indeed change human's life. Everything has become dependent to internet, including in doing the transaction. Since the emergence of e-money, human are no longer relying on cash in order to do transactions among each other. From the card type of e-money, and now all of the transactions can be done within just clicking on the phone. This research is influenced by previous research which looks for the effect of e-service quality and perceived value on brand trust, mediated by customer e-satisfaction.

“The Impact of E-service Quality and Perceived Value on OVO's Brand Trust Mediated by Customer E-satisfaction in Surabaya” is conducted to understand the impact of e-service quality, perceived value on OVO's brand trust in Surabaya, by using customer e-satisfaction as the mediator. This research is using quantitative method of study, with 150 total respondents age 17 years old or more, have used OVO application, and currently living in Surabaya. Respondents will complete the questionnaire given using the google form.

Researcher use Structural Equation Modeling with SmartPLS 3.0 as the tool in this research. This study finds that E-service Quality has significant impact on OVO's Perceived Value; E-service Quality has significant impact on OVO's Customer E-satisfaction; Perceived Value has significant impact on OVO's Customer E-satisfaction; Customer E-satisfaction has significant impact on OVO's Brand Trust; Customer E-satisfaction mediated the relationship between OVO's E-service Quality and Brand Trust; and Customer E-satisfaction mediated the relationship between OVO's Perceived Value and Brand Trust.

**Keyword: E-service Quality, Perceived Value, Customer E-satisfaction, Brand Trust**