THE INFLUENCE OF ONLINE SERVICE QUALITY PERCEIVED VALUE, AND CUSTOMER SATISFACTION TO REPURCHASE INTENTION OF ZALORA IN SURABAYA

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INTERNATIONAL BUSINESS MANAGEMENT PROGRAM

FACULTY OF BUSINESS

WIDYA MANDA CATHOLIC UNIVERSITY SURABAYA

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APPROVAL PAGE

THESIS

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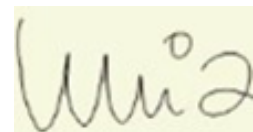
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Surabaya, 27 May 2021

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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 influence of Service Quality, Perceived Value, and Customer Satisfaction to Repurchase Intention of Zalora 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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Although this final assignment has been completed, the researcher is aware that this final assignment is not perfect and will be gladly accept any critics and advises from all parties. In the end, researcher hopes that this final assignment will be able to bring knowledge and benefit for the readers.

Surabaya

Researcher,

Michael Davin

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ABSTRAK

Mulai tahun 2020, semenjak pandemi merebak, banyak masyarakat Indonesia mulai menggunakan *e-commerce* lebih nyaman, sementara yang lain melakukannya karena harga rendah yang ditawarkan oleh beberapa platform e-commerce. Dalam hal berbelanja, pembeli digital mungkin terpengaruh oleh berbagai alat digital, seperti email merek dan ulasan produk. E-commerce, atau perdagangan elektronik, adalah konsep bisnis yang memungkinkan perusahaan dan orang untuk membeli dan menjual barang melalui internet. E-commerce, yang dapat dilakukan di smartphone, tablet, dan laptop dapat dianggap sebagai bentuk digital dari katalog belanja.

Dalam penggunaan *e-commerce*, pasti ada yang Namanya *Service Quality* dan *Perceived Value*. *Service Quality* digambarkan sebagai keseluruhan persepsi konsumen tentang keandalan organisasi dan layanannya, Sedangkan *Perceived Value* adalah penilaian konsumen secara keseluruhan atas kegunaan suatu produk berdasarkan persepsi tentang apa yang diterima dan apa yang diberikan. Dari 2 variable tersebut bisa menentukan *Customer Satisfaction* dan *Repurchase Intention*. Penelitian ini bertujuan untuk mengetahui pengaruh *Online Service Quality, Perceived Value,* dan *Customer Satisfaction,* terhadap *Repurchase Intention* dengan menggunakan SEM dengan bantuan LISREL.

Objek Penelitian ini adalah konsumen Zalora Indonesia yang berlokasi di Surabaya, berusia diatas 17 tahun dengan jumlah sampel 178 responden dan menHasil penelitian ini menunjukkan bahwa *online service quality* memiliki pengaruh signifikan terhadap *customer satisfaction*, *online service quality* memiliki pengaruh tidak langsung terhadap *repurchase intention* melalui *customer satisfaction*. Sedangkan *perceived value* memiliki pengaruh signifikan terhadap *customer satisfaction* dan memiliki pengaruh langsung terhadap *repurchase intention*.

Kata Kunci: *Online Service Quality, Perceived Value, Customer Satisfaction, Repurchase Intention.*

ABSTRACT

Starting in 2020, since the pandemic broke out, many Indonesians have started using e-commerce more comfortably, while others have done so because of the low prices offered by several e-commerce platforms. When it comes to shopping, digital shoppers may be influenced by a variety of digital tools, such as brand emails and product reviews. E-commerce, or online commerce, is a business concept that allows companies and people to buy and sell goods over the internet. E-commerce, which can be done on smartphones, tablets, and laptops, can be considered a digital form of shopping catalogs.

In the use of e-commerce, there must be such things as Service Quality and Perceived Value. Service Quality is described as the overall consumer perception of the reliability of the organization and its services, while Perceived Value is the overall consumer assessment of the usefulness of a product based on perceptions of what is received and what is given. From these 2 variables can determine Customer Satisfaction and Repurchase Intention. This study aims to determine the influences of online Service Quality, Perceived Value, and Customer Satisfaction, on Repurchase Intention by using SEM with LISREL program.

The object of this research is Zalora Indonesia consumers located in Surabaya, aged over 17 years with a sample size of 178 respondents. The results of this study indicate that online service quality has a positive effect on customer satisfaction, online service quality has indirect effect on repurchase intention through customer satisfaction, perceived value has a positive effect on customer satisfaction and has direct effect on repurchase intention

Keywords: Online Service Quality, Perceived Value, Customer Satisfaction, Repurchase Intention.