

Intisari

Terdapat peralihan peminatan metode perbelanjaan yang terjadi pada individu saat ini disertai dengan peningkatan akses jaringan dan kemajuan teknologi internet/web. Teknologi saat ini telah memfasilitasi pesatnya pertumbuhan *e-commerce*. Penelitian ini bertujuan untuk menguji pengaruh situs web dari segi layanan dan informasi, jika dilengkapi dengan *threshold free shipping policy* terhadap *perceived value* yang pada akhirnya dapat mempengaruhi *loyalty intentions*. Pendekatan yang digunakan dalam penelitian ini adalah pendekatan kuantitatif dengan data primer melalui survei *online*. Penelitian ini menggunakan sampel sebanyak 300 peserta yang pernah bertransaksi pada aplikasi Shopee, Tokopedia, Grabfood, dan Gofood.

Hipotesis dalam penelitian ini diuji menggunakan analisis statistik SEM-PLS. Hasil penelitian ini menunjukkan *bahwa efficiency, system availability, privacy, fulfillment* berpengaruh positif terhadap *perceived e-service quality*. *Perceived e-service quality* dan *perceived information quality* berpengaruh positif terhadap *perceived value*. *Perceived threshold* dan *delivery timeliness* tidak berpengaruh positif terhadap *perceived value*. *Relevance, Understandability, reliability, adequacy, dan usefulness* berpengaruh positif terhadap *perceived information quality*. *Perceived value* berpengaruh positif terhadap *loyalty intentions*.

Kata Kunci: Perceived E-service Quality, Perceived Information Quality, Treshold Free Shipping Policy, Perceived Value, Loyalty Intentions.

Abstract

There is a shift in interest in shopping methods that occurs in individuals at this time accompanied by increased network access and advances in internet/web technology. Today's technology has facilitated the rapid growth of e-commerce. This study aims to examine the effect of a website in terms of services and information, if it is equipped with a threshold free shipping policy on perceived value which in turn can affect loyalty intentions. The approach used in this study is a quantitative approach with primary data through an online survey. This study uses a sample of 300 participants who have transacted on the Shopee, Tokopedia, Grabfood, and Gofood applications.

The hypotheses in this study were tested using SEM-PLS statistical analysis. The results of this study indicate that efficiency, system availability, privacy, fulfillment have a positive effect on perceived e-service quality. Perceived e-service quality and perceived information quality have a positive effect on perceived value. Perceived threshold and delivery timeliness have no positive effect on perceived value. Relevance, Understandability, reliability, adequacy, and usefulness have a positive effect on perceived information quality. Perceived value has a positive effect on loyalty intentions.

Keywords: Perceived E-service Quality, Perceived Information Quality, Treshold Free Shipping Policy, Perceived Value, Loyalty Intentions.