

ANALISIS PENGARUH *E-SERVICE QUALITY* DAN *E-WORD OF MOUTH* TERHADAP KEPUTUSAN PEMBELIAN PELANGGAN TOKOPEDIA DI DAERAH ISTIMEWA YOGYAKARTA

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INTISARI

Menjamurnya industri perdagangan elektronik di Indonesia membuat para konsumen cenderung lebih kritis dalam berbelanja produk daring, dengan beralih ke situs *e-commerce* yang memberi pengalaman berbelanja terbaik. Penelitian ini bertujuan untuk menganalisis hubungan karakteristik *e-service quality* dan *e-word of mouth* pada platform *e-commerce* agar perusahaan mampu mengenali tindakan tambahan serta meningkatkan strategi kualitas pelayanan terkini dalam lingkup yang lebih luas. Penelitian ini mengukur *e-service quality* lewat skala eTailQ, yang terdiri dari variabel Reliabilitas, Desain Situs Web, Keamanan, dan Layanan Pelanggan, yang diperluas dengan variabel *E-Word of Mouth* untuk menguji pengaruh terhadap variabel dependen Keputusan Pembelian. Studi ini menggunakan desain penelitian kuantitatif deskriptif dengan instrumen kuesioner daring. Populasi riset ini adalah masyarakat domisili Daerah Istimewa Yogyakarta dengan rentang usia minimal 17 tahun yang pernah berbelanja produk daring pada platform *e-commerce* Tokopedia sekurang-kurangnya 2 kali dalam 6 bulan terakhir. Pengujian dilakukan terhadap 130 sampel menggunakan teknik analisis data SEM-PLS lewat perangkat lunak SmartPLS 4. Hasil uji hipotesis menemukan bahwa variabel Reliabilitas, Desain Situs Web, Keamanan, Layanan Pelanggan, dan *E-Word of Mouth* berpengaruh positif dan signifikan terhadap Keputusan Pembelian pengguna Tokopedia di Daerah Istimewa Yogyakarta.

Kata Kunci: Kualitas Pelayanan Digital, *eTailQ*, *E-Word of Mouth*, Keputusan Pembelian, Bisnis Digital, Sistem Informasi, Tokopedia

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ABSTRACT

The increase in the e-commerce industry in Indonesia makes consumers tend to be more critical in shopping for product/services, by switching to e-commerce sites that provide the best shopping experience. This study aims to analyze the relationship between the characteristics of e-service quality and e-word of mouth on e-commerce platforms so that companies are able to identify additional actions and improve the latest service quality strategies in a broader scope. This study measures the quality of electronic services through the eTailQ scale, which consists of the variables Reliability, Website Design, Security, and Customer Service, which are expanded with the E-Word of Mouth variable to compare the effect on the dependent variable on Purchase Decision. This study used descriptive quantitative research design with online questionnaire as an instrument. The population of this research is people domiciled in the Special Region of Yogyakarta with a minimum age range of 17 years who have shopped for products on the Tokopedia e-commerce platform at least 2 times in the last 6 months. Tests were carried out on 130 samples using the SEM-PLS data analysis technique through SmartPLS 4 software. The results of the hypothesis test found that the variables Reliability, Website Design, Security, Customer Service, and E-Word of Mouth had a positive and significant effect on Tokopedia users' Purchase Decisions in the Special Region of Yogyakarta.

Keywords: *E-Service Quality, eTailQ, E-Word of Mouth, Purchase Decision, Digital Business, Information System, Tokopedia*