

ABSTRACT

Awareness of online comic is increasing among younger generation in Indonesia. For the sustainability of online comic to progress, the online comic website needs to be upgraded. Technology acceptance factors, website service quality and specific holdup cost have played an important role in the advancement of online comic websites.

Information on factors that affect consumer satisfaction and loyalty of online comic websites is still low, especially in Indonesia. Therefore, the purpose of this study is to verify the effect of technology acceptance factors on customer satisfaction and loyalty. This study also investigates the effect of website service quality on customer satisfaction and loyalty. Furthermore, this study also investigates the effect of specific holdup cost on customer satisfaction and loyalty. Finally, this study also investigates the effect of customer satisfaction on consumer loyalty.

The object of this research is the online comic website. Through purposive sampling, 200 respondents were obtained. The criteria for respondents are Indonesian, aged 16-40 years and have accessed online comic websites. SEM (Structural Equation Model) analysis was used in this study with the help of IBM AMOS 22.

The findings of this study are: there is a positive and significant relationship on technology acceptance factors, website quality and specific holdup cost on customer satisfaction, but it does not affect customer loyalty; and customer satisfaction does not affect customer loyalty.

Keywords: online comic website, technology acceptance factors, website service quality, specific holdup cost, customer satisfaction, customer loyalty.

ABSTRAK

Kesadaran akan komik daring meningkat dikalangan generasi muda di Indonesia. Untuk keberlanjutan komik daring yang maju, situs web komik daring perlu ditingkatkan. *technology acceptance factors*, *website service quality* dan *specific holdup cost* menjadi peranan penting dalam kemajuan situs web komik daring.

Informasi mengenai faktor yang mempengaruhi kepuasan dan *customer loyalty* situs web komik daring masih rendah terutama di Indonesia. Maka dari itu tujuan dari penelitian ini adalah untuk menguji pengaruh dari *technology acceptance factors* terhadap kepuasan dan *customer loyalty*. Penelitian ini juga menyelidiki pengaruh *website service quality* terhadap kepuasan dan *customer loyalty*. Selanjutnya, penelitian ini juga menyelidiki pengaruh *specific holdup cost* terhadap kepuasan dan *customer loyalty*. Yang terakhir penelitian ini juga menyelidiki pengaruh *customer satisfaction* terhadap *customer loyalty*.

Obyek dari penelitian ini adalah situs web komik daring. Melalui *purposive sampling* 200 responden didapatkan. Kriteria responden adalah orang Indonesia, berusia 16-40 tahun dan sudah pernah mengakses situs web komik daring. Analisis SEM (Structural Equation Model) digunakan pada penelitian ini dengan bantuan IBM AMOS 22.

Temuan dari penelitian ini adalah: ada pengaruh positif dan signifikan pada *technology acceptance factors*, kualitas situs web dan *specific holdup cost* terhadap *customer satisfaction*, namun tidak mempengaruhi *customer loyalty*; dan *customer satisfaction* tidak mempengaruhi *customer loyalty*.

Kata kunci: situs web komik daring, *technology acceptance factors*, *website service quality*, *specific holdup cost*, *customer satisfaction*, *customer loyalty*.