

## INTISARI

Nama : Okka Raisa Lestari  
Program Studi : Magister Akuntansi  
Judul : Keadilan Distributif dan Keadilan Prosedural dalam Kualitas Layanan Elektronik dan Pengaruhnya terhadap Kepuasan Pelanggan di Indonesia: Pengaruh Moderasi Keahlian Pelanggan dan Keinovatifan Personal

Jumlah transaksi pembelian daring di Indonesia semakin meningkat sementara jumlah kegagalan layanan dan keluhan pelanggan tidak dapat diabaikan. Kebanyakan penelitian mengenai kualitas layanan elektronik sebelumnya hanya menilai interaksi pelanggan dengan situs *web* dan mengabaikan aspek keadilan dalam pembelian daring. Penelitian ini bertujuan untuk menguji secara empiris kualitas layanan elektronik terhadap kepuasan pelanggan dengan mengintegrasikan dimensi keadilan. Penelitian ini juga mempertimbangkan karakteristik pelanggan yang diprosikan dengan keahlian pelanggan dan keinovatifan personal. Sampel dalam penelitian ini berjumlah 203 pelanggan daring. Data dianalisis menggunakan SmartPLS versi 2.

Hasil statistika SEM PLS menunjukkan bahwa keadilan distributif, keadilan prosedural, daya tarik visual, kemudahan penggunaan, dan keamanan berpengaruh positif terhadap kepuasan pelanggan. Keahlian pelanggan dan keinovatifan personal ditemukan memoderasi hubungan interaksi antara keadilan distributif dan kepuasan pelanggan. Selain itu, kepuasan pelanggan ditemukan berpengaruh positif terhadap getok tular dan loyalitas. Penelitian ini membuktikan bahwa dimensi keadilan berperan penting dalam pembelian daring dan oleh karena itu tidak dapat dipisahkan dari kualitas layanan elektronik.

**Kata kunci: kualitas layanan elektronik, pembelian daring, kepuasan pelanggan, keahlian pelanggan, keinovatifan personal, keadilan, getok tular, loyalitas, dan SEM PLS.**

## ABSTRACT

Name : Okka Raisa Lestari  
Study Program : Master of Accounting  
Title : Distributive Justice and Procedural Justice in Electronic Services Quality and Its Influence on Customer Satisfaction in Indonesia: The Moderation Effect of Customer Expertise and Personal Innovativeness

The number of online shopping transactions in Indonesia is increasing while the number of service failures and customer complaints can't be ignored. Most previous research on the electronic service quality only assessed customer interactions with websites and ignored the aspects of justice in online shopping. This study aims to test empirically the electronic service quality to customer satisfaction by integrating the dimension of justice. This study also considers customer characteristics proxied with customer expertise and personal innovativeness. The sample in this study amounted to 203 online shopping customers. Data were analyzed using SmartPLS version 2.

The statistical results of SEM PLS show that distributive justice, procedural justice, visual appeal, ease of use, and security have a positive effect on customer satisfaction. Customer expertise and personal innovativeness are found to moderate the interaction relationship between distributive justice and customer satisfaction. In addition, customer satisfaction is found to have a positive effect on word-of-mouth and loyalty. This study proves that the dimension of justice plays an important role in online shopping and therefore can't be separated from the electronic service quality.

**Keywords:** **electronic service quality, online shopping, customer satisfaction, customer expertise, personal innovativeness, justice, word-of-mouth, loyalty, and SEM PLS.**