

INTISARI

Penelitian ini bertujuan untuk mengukur pengaruh kualitas situs terhadap *e-satisfaction* dan mengukur pengaruh *e-satisfaction* terhadap *e-loyalty*. Variabel yang membentuk kualitas situs adalah desain situs, reliabilitas situs, keamanan situs, dan pelayanan pelanggan. Variabel pada kualitas situs diadopsi dari penelitian Wolfinbarger dan Gilly (2003), sedangkan pengukuran *e-satisfaction* terhadap *e-loyalty* diadopsi dari penelitian Anderson dan Srinivasan (2003). Metode penelitian ini adalah kuantitatif dengan menggunakan 147 responden. Analisis penelitian menggunakan analisis regresi berganda dan analisis hasil berdasarkan koefisien determinasi (R^2), uji t, dan uji F. Hasil penelitian menunjukkan semakin bagus kualitas situs, maka semakin tinggi tingkat *e-satisfaction* dan semakin tinggi tingkat *e-satisfaction*, maka semakin tinggi tingkat *e-loyalty*. Hasil penelitian juga menunjukkan bahwa tidak ada perbedaan penilaian terhadap *e-satisfaction* dan *e-loyalty* antara laki-laki dan perempuan.

Kata kunci: *E-satisfaction*, *e-loyalty*, kualitas situs, Detik.com, situs berita, desain situs, reliabilitas situs, keamanan situs, pelayanan pelanggan.

ABSTRACT

Purpose of this research to measure quality of Detik.com news site as a factor of its visitors *e-satisfaction* as well as measuring its visitors *e-satisfaction* to *e-loyalty*. Quality of a website is determined by its website design, reliability, security, and customer service. Those elements are generated from Wolfinbarger and Gilly exploratory factor analysis research conducted in 2003. Meanwhile, the measurement of *e-satisfaction* as a factor to *e-satisfaction* is adopted from Anderson and Srinivasan research conducted in 2003. Data of this qualitative research is gathered from 147 respondents. Multiple regression is used by the researcher to find the value of R Square, t, and F. The result implies that the better quality of Detik.com news site, the higher its impact to e-satisfaction, and the better e-satisfaction leads to higher e-loyalty. There is also no difference between men and women regarding the assessment to the value of e-satisfaction and e-loyalty shown by the result.

Keywords: *E-satisfaction, e-loyalty, website quality, Detik.com, news website, website design, website reliability, website security, customer service.*