



The Influences of Online Servicescapes on Trust and Purchase intentions (Case study: PT. Go-Jek Indonesia)

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh layanan online (e-servicescape) terhadap niat beli. Untuk membantu penelitian ini, objek penelitian adalah aplikasi mobile Go-Ride dari Go-Jek. Aplikasi Go-Ride telah dianggap sebagai sistem transportasi umum yang populer di Jakarta dan penelitian ini bertujuan untuk mengidentifikasi pengaruh layanan online terhadap aplikasi mobile Go-Ride. Variabel yang digunakan dalam penelitian ini didasarkan pada tiga dimensi berdasarkan kerangka layanan online, *Aesthetic Appeal*, *Layout and Functionality*, dan *Financial Security*. Variabel ini kemudian diuji untuk mengidentifikasi apakah variabel-variabel tersebut mempengaruhi kepercayaan online pelanggan yang akan mengarah pada niat beli pelanggan. Semua hipotesis didukung dan terbukti positif selama penelitian ini. Hasil penelitian ini mungkin bermanfaat bagi pengembang aplikasi situs web dan mobile. Penelitian ini juga bermanfaat untuk penelitian lebih lanjut di bidang yang sama.

Keywords: Aesthetic Appeal, Layout and Functionality, Financial Security, Trust, Purchase Intention, e-servicescape.



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Abstract

This research aims to identify the influence of online servicescapes (e-servicescape) towards the purchase intentions. To help with this study, the object of the research is the mobile application Go-Ride from Go-Jek. The Go-Ride application has been deemed a popular public transportation system in Jakarta and this research is to identify the influence of the online servicescape of the Go-Ride mobile application. This variables used in this study is based on three dimension based on the framework of online servicescape, Aesthetic Appeal, Layout and Functionality, and Financial Security. These variables are then tested to identify whether or not these variables influence the customers' online trust which will lead to the customers' purchasing intention. All of the hypothesis are supported and proven positive throughout this study. The result of this study might be beneficial to the website and mobile application developers, also for further research in the same field.

Keywords: Aesthetic Appeal, Layout and Functionality, Financial Security, Trust, Purchase Intention, e-servicescape.