

ABSTRAK

Penelitian ini bertujuan untuk menganalisis faktor-faktor yang mempengaruhi kepuasan terhubung pada toko fesyen terhubung di Indonesia. Faktor-faktor tersebut berupa kualitas informasi, desain situs, atribut produk, respon, kemampuan transaksi, pembayaran, keamanan/privasi, layanan pelanggan, dan pengiriman.

Pengambilan sampel dilakukan dengan menggunakan *nonprobability sampling* metode *purposive sampling*. Sampel yang digunakan dalam penelitian ini adalah sebanyak 228 responden yang pernah membeli produk fesyen secara terhubung dan bertempat tinggal di Indonesia. Analisis data dilakukan menggunakan analisis regresi berganda.

Hasil penelitian menunjukkan bahwa kualitas informasi, atribut produk, dan pengiriman berpengaruh positif terhadap kepuasan terhubung. Sedangkan variabel desain situs, respon, kemampuan transaksi, pembayaran, keamanan/privasi, dan layanan pelanggan tidak berpengaruh signifikan terhadap kepuasan terhubung.

Kata kunci: belanja terhubung, kepuasan terhubung, kualitas informasi, desain situs, atribut produk, respon, kemampuan transaksi, pembayaran, keamanan/privasi, layanan pelanggan, pengiriman

ABSTRACT

The aim of this study is to analyze factors that may influence customers' e-satisfaction of fashion online shop. Those factors, such as information quality, website design, merchandise attribute, response, transaction capability, payment, security/privacy, customer service, and delivery, would be tested in Indonesia.

The sampling design was obtained by using nonprobability sampling with purposive sampling method. A total of 228 respondents who have purchased fashion products in fashion online shops participated in this research. The hypotheses testing was performed by using multiple regression.

The findings showed that information quality, merchandise attribute, and delivery can significantly affect e-satisfaction. However other variables such as website design, response, transaction capability, payment, security/privacy, and customer service were not significantly affect e-satisfaction.

Keywords: online shopping, e-satisfaction, information quality, website design, merchandise attribute, response, transaction capability, payment, security/privacy, customer service, delivery.