

ABSTRACT

The development of the internet and amount of penetration increasing from year to year in Indonesia led to a new trend is the increasing number of actors emerging e-commerce. Growth in e-commerce continues to increase making e-commerce a promising business today. With increasing competition among e-commerce one of the problems faced is the reduction of consumer purchase intention towards online stores, one of the caused is the declining quality of the services provided by the online store.

The purpose of this study is to determine the effect of e-service quality consists of five dimensions: website design, reliability, responsiveness, trust, and personalization simultaneously and partially on purchase intention at Lazada Indonesia.

This research is a quantitative research using questionnaires as the primary data source. The sample used in this study were 400 people who have visited the website Lazada Indonesia. Data analysis techniques used in this research is path analysis and data processing were performed using SPSS version 20.0.

Based respondents, reliability dimension has the smallest value and dimension of trust has the greatest value, even though they're in the good category. Based on the evaluation of the effects result that there is significant influence simultaneously between e-service quality on purchase intention at Lazada Indonesia. But partially, it was found that the reliability dimension does not significantly influence the purchase intention. This makes it necessary to test the research model trimming by issuing a variable that is not significant and do retest. After trimming test, the obtained results that the website design, responsiveness, trust, and personalization influence simultaneously and partially to purchase intention in Lazada Indonesia online store.

Based on the findings after trimming test result that dimension of trust has the greatest influence on purchase intention and personalization have very little influence. Based on this study, it should be Lazada further improve reliability dimension in its services and is also concerned with the dimensions of website design, responsiveness, trust, and personalization to enhance the consumer purchase intention.

Keywords: e-commerce, e-service quality, purchase intention