

ABSTRACT

The increase of internet user in Indonesia since the covid-19 pandemic allows people to take advantage of digital innovation, one of which is e-commerce. The use of e-commerce makes customer can make transaction and shopping everywhere conveniently. The impact also felt by the sellers who get the opportunity to sell their products through e-commerce, one of which is Tokopedia. This study aims to see whether there is an influence from the dimensions of Overall E-Service Quality towards Customer Satisfaction and Customer Trust of Tokopedia User in Indonesia.

This study uses an online questionnaire distribution method using Google Form to 305 respondents who use and make purchases on the Tokopedia Application in Indonesia. To test the research model, the Author used Structural Equation Modelling (SEM), using SmartPLS software. The technique used is non-probability sampling, where the Author uses purposive sampling, the sampling is done in a limited way, based on certain criteria by the researcher, which can provide information to answer the research problem.

Based on the result analysis of descriptive analysis shows that security/privacy, fulfillment, overall e-service quality, customer satisfaction, customer trust, word of mouth and site revisit are in very good category. Meanwhile, website design, customer service, and repurchase intention are in good category. In the hypothesis result shows that the website design, customer service, security/privacy, fulfillment have a positive and significant influence towards overall e-service quality. Then, overall e-service quality has positive and significant influence towards customer satisfaction and customer trust. Customer satisfaction has positive and significant influence towards repurchase intention, word of mouth, and site revisit. Moreover, customer trust has positive and significant influence towards repurchase intention and word of mouth.

The research expected to provide benefit and insight to the companies and other researchers regarding overall e-service quality towards customer satisfaction and customer trust of Tokopedia user in Indonesia. The author suggested that Tokopedia must have a strict terms and conditions for the stores and brand who joined operated in Tokopedia so that the stores and brand can manage the goods purchased by consumers until received safely by the customers. Moreover, Tokopedia should simplify the process of returning item option so that customers can be more satisfied with Tokopedia. Furthermore, Tokopedia should always updating their system to make customers more comfortable and provide convenience for customers in using Tokopedia in order to maintain satisfaction and trust.

Keywords: Overall E-service Quality, Customer Satisfaction, Customer Trust, Tokopedia