

***THE INFLUENCE OF E-SERVICE QUALITY, E-TRUST, AND E-WOM ON
CUSTOMER SATISFACTION IN E-COMMERCE***

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ABSTRACT

This study aims to identify, analyze, and verify the influence of e-service quality, e-trust, and e-WOM on e-customer satisfaction in e-commerce. The population of this research consist of active e-commerce users located in the greater Jakarta area (Jabodetabek) who have made purchases through e-commerce platforms, with a total sample of 154 respondents aged 18 years and above, selected using a purposive sampling method. This research applies a quantitative approach and utilizes SmartPLS 4.0 software for data processing. The result indicates that: (1) E-Service Quality has significant effect on e-customer satisfaction, (2) E-Trust has a significant effect on E-Customer Satisfaction, and (3) e-WOM has a significant effect on E-Customer Satisfaction.

Keywords: *E-Service Quality, E-Trust, E-WOM, E-Customer Satisfaction, E-Commerce*

PENGARUH *E-SERVICE QUALITY*, *E-TRUST*, DAN *E-WOM* TERHADAP *E-CUSTOMER SATISFACTION* PADA *E-COMMERCE*

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui, menganalisis, dan membuktikan pengaruh *e-service quality*, *e-trust*, dan *e-WOM* terhadap *e-customer satisfaction* pada *e-commerce*. Populasi yang menjadi fokus penelitian ini terdiri dari pengguna aktif *e-commerce* yang beraktivitas di sekitar Jabodetabek dan telah melakukan pembelian melalui *e-commerce* dengan jumlah sampel sebanyak 154 responden yang berusia 18 tahun keatas, menggunakan metode *purposive sampling*. Penelitian ini menggunakan pendekatan kuantitatif dan memanfaatkan software SmartPLS 4.0 untuk mengolah data. Hasil penelitian menunjukkan bahwa: (1) *E-Service Quality* berpengaruh signifikan terhadap *E-Customer Satisfaction*, (2) *E-Trust* berpengaruh signifikan terhadap *E-Customer Satisfaction*, serta (3) *E-WOM* berpengaruh signifikan terhadap *E-Customer Satisfaction*

Kata Kunci: *E-Service Quality*, *E-Trust*, *E-WOM*, *E-Customer Satisfaction*, *E-Commerce*