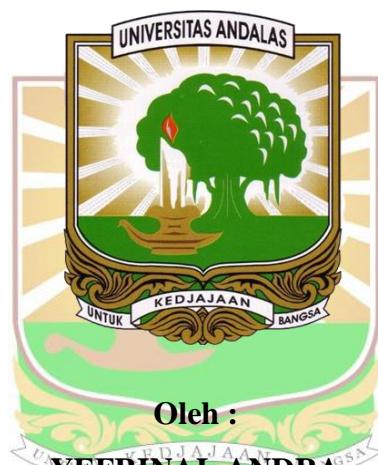


**PENGARUH E-SERVICE QUALITY DAN PERCEIVED VALUE
TERHADAP E-TRUSTDENGAN E-SATISFACTION SEBAGAI
VARIABEL MEDIASI (STUDI PADA PELANGGAN YANG
BELANJA ONLINE DI APLIKASI SHOPEE SELAMA
PENDEMICCOVID-19 DI INDONESIA)**

TESIS



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**PROGRAM STUDY S2 MAGISTER MANAGEMENT
FAKULTAS EKONOMI
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TESIS

*Diajukan sebagai Salah Satu Syarat untuk Mencapai Gelar Magister Manajemen
Pada Program Studi Magister Manajemen Fakultas Ekonomi
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**PENGARUH E-SERVICE QUALITY DAN PERCEIVED VALUE
TERHADAP E-TRUST DENGAN E-SATISFACTION SEBAGAI
VARIABEL MEDIASI**

**(Studi pada pelanggan yang belanja online di aplikasi Shopee selama
pandemic Covid-19 di Indonesia).**

Thesis Oleh Yefrina Andra
Pembimbing 1 : Dr Verinita, SE, M.Si
Pembimbing 2 : Dr. Eri Besra, SE, MM

Penelitian ini bertujuan untuk menguji pengaruh *e-service quality* dan *perceived value* terhadap *e-trust* dengan *e-Satisfaction* sebagai variabel mediasi (Studi pada pelanggan yang belanja online di aplikasi Shopee selama pandemic Covid-19 di Indonesia. Dengan pengolahan data penelitian dilakukan melalui Smart PLS 3.3. Teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah sampel 400 sampel. Hasil penelitian menunjukkan bahwa *E-service quality* berpengaruh positif dan signifikan terhadap *E-satisfaction*. *Perceived value* berpengaruh positif dan signifikan terhadap *E-satisfaction*. *E-satisfaction* tidak berpengaruh terhadap *E-trust*. *E-service quality* berpengaruh positif dan signifikan terhadap *E-trust*. *Perceived value* berpengaruh positif dan signifikan terhadap *E-trust*. *E-service quality* berpengaruh positif dan tidak signifikan terhadap *E-trust* melalui *E-satisfaction* sebagai variabel mediasi. *Perceived value* berpengaruh positif dan tidak signifikan terhadap *E-trust* melalui *E-satisfaction* sebagai variabel mediasi.



Kata Kunci : *e-service quality, perceived value, e-trust, e-satisfaction*

EFFECT OF E-SERVICE QUALITY AND PERCEIVED VALUE ON E-TRUST WITH E-SATISFACTION AS A MEDIATION VARIABLE

(Study on customers who shop online on the Shopee application during the Covid-19 pandemic in Indonesia).

Thesis by Yefrina Andra

Advisor 1 : Dr Verinita, SE, M.Si

Advisor 2 : Dr. Eri Besra, SE, MM

ABSTRACT

This study aims to examine the effect of e-service quality and perceived value on e-trust with e-Satisfaction as a mediating variable (Study on customers who shop online on the Shopee application during the Covid-19 pandemic in Indonesia. With data processing the research was carried out through Smart PLS 3.3. The sampling technique used purposive sampling with a sample of 400 samples. The results showed that E-service quality had a positive and significant effect on E-satisfaction. Perceived value had a positive and significant effect on E-satisfaction. E-satisfaction had no effect on E-satisfaction. trust E-service quality has a positive and significant effect on E-trust Perceived value has a positive and significant effect on E-trust E-service quality has a positive and insignificant effect on E-trust through E-satisfaction as a mediating variable Perceived value has an effect positive and insignificant to E-trust through E-satisfaction as a mediating variable.

Keywords: *e-service quality, perceived value, e-trust, e-satisfaction*