

**ANALISIS KETERKAITAN *E-SERVICE QUALITY*, *E-RECOVERY SERVICE QUALITY*, *E-SATISFACTION* TERHADAP ONLINE *REPURCHASE INTENTION* DENGAN *E-LOYALTY*
SEBAGAI VARIABEL MEDIASI
(Studi Pada Pengguna Shopee Era New Normal di Sumatera Barat)**

THESIS

*Diajukan sebagai Salah Satu Syarat untuk Mencapai Gelar Magister
Manajemen Pada Program Studi Magister Manajemen Fakultas
Ekonomi dan Bisnis Universitas Andalas, Padang*



Diajukan Oleh :

RACHMI INDRIANTI

1920522005

Pembimbing :

Dr. Verinita, SE., M.Si

PROGRAM STUDI S2 MAGISTER MANAJEMEN

FAKULTAS EKONOMI

UNIVERSITAS ANDALAS

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TERHADAP *ONLINE REPURCHASE INTENTION* DENGAN
E-LOYALTY SEBAGAI VARIABEL MEDIASI
(Studi Pada Pengguna Shopee Era New Normal di Sumatera
Barat)**

Thesis Oleh Rachmi Indrianti

Pembimbing : Dr. Verinita, SE., M.Si

Departemen Magister Manajemen, Fakultas Ekonomi dan Bisnis, Universitas
Andalas

ABSTRACT

Penelitian ini bertujuan untuk melakukan pengujian pada keterkaitan antara variabel *e-service quality*, *e-recovery service quality*, *e-satisfaction* terhadap *online repurchase intention* dengan *e-loyalty* sebagai variabel mediasi (Studi Pada Pengguna Shopee Era New Normal di Sumatera Barat). Pengolahan data pada penelitian ini dilakukan melalui aplikasi Smart PLS 3.3. teknik pengambilan sampel penelitian ini menggunakan purposive sampling dengan jumlah sampel 234 responden. Hasil penelitian menunjukkan bahwa *e-service quality* berpengaruh signifikan terhadap *e-loyalty*, *e-recovery service quality* tidak berpengaruh signifikan terhadap *e-loyalty*, *e-satisfaction* berpengaruh signifikan terhadap *e-loyalty*, *e-loyalty* berpengaruh signifikan terhadap *online repurchase intention*, *e-service quality* tidak berpengaruh signifikan terhadap *online repurchase intention*, *e-recovery service quality* tidak berpengaruh signifikan terhadap *online repurchase intention*, *e-satisfaction* berpengaruh signifikan terhadap *online repurchase intention*. *e-service quality* berpengaruh langsung terhadap *online repurchase intention* melalui *e-loyalty* sebagai variabel mediasi. *e-recovery service quality* tidak berpengaruh langsung terhadap *online repurchase intention* melalui *e-loyalty* sebagai variabel mediasi. *e-satisfaction* berpengaruh langsung terhadap *online repurchase intention* melalui *e-loyalty* sebagai variabel mediasi.

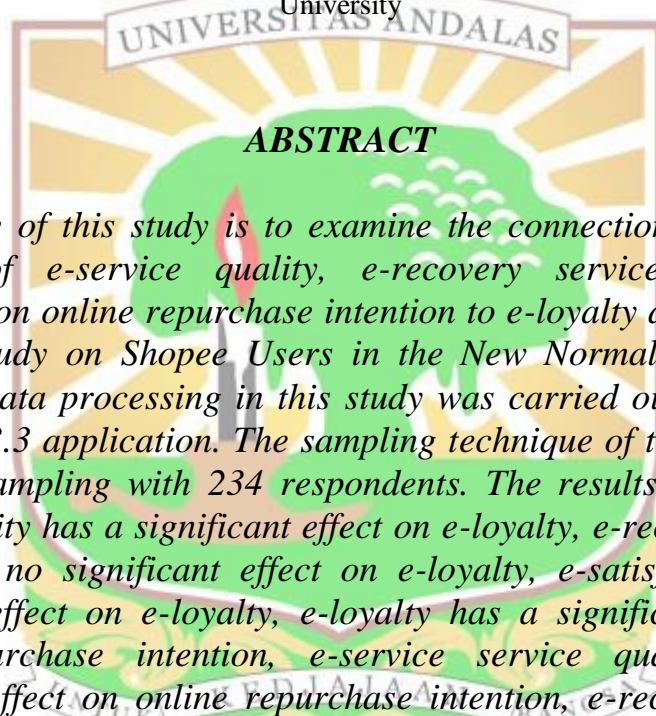
Kata Kunci : *e-service quality*, *e-recovery service quality*, *e-satisfaction*, *online repurchase intention*, *e-loyalty*

**ANALYSIS OF THE RELATIONSHIP OF E-SERVICE
QUALITY, E-RECOVERY SERVICE QUALITY, E-
SATISFACTION TO ONLINE REPURCHASE INTENTION
WITH E-LOYALTY
AS A MEDIATION VARIABLE
(Study on New Normal Era Shopee Users in West Sumatra)**

Thesis By Rachmi Indrianti

Advisor : Dr. Verinita, SE., M.Si

Department of Magister Manajemen, Faculty of Economics and Business, Andalas
University



ABSTRACT

The purpose of this study is to examine the connection between the variables of e-service quality, e-recovery service quality, e-satisfaction on online repurchase intention to e-loyalty as a mediating variable (Study on Shopee Users in the New Normal Era in West Sumatra). Data processing in this study was carried out through the Smart PLS 3.3 application. The sampling technique of this study used purposive sampling with 234 respondents. The results show that e-service quality has a significant effect on e-loyalty, e-recovery service quality has no significant effect on e-loyalty, e-satisfaction has a significant effect on e-loyalty, e-loyalty has a significant effect on online repurchase intention, e-service service quality has no significant effect on online repurchase intention, e-recovery service quality has no significant effect on online repurchase intention, e-satisfaction has a significant effect on online repurchase intention. e-service quality has a direct effect on online repurchase intention through e-loyalty as a mediating variable. e-recovery service quality has no direct effect on online repurchase intention through e-loyalty as a mediating variable. e-satisfaction has a direct effect on online repurchase intention through e-loyalty as a mediating variable.

Keywords: e-service quality, e-recovery service quality, e-satisfaction, online repurchase intention, e-loyalty