

PENGARUH *e-SERVICE QUALITY*, *BRAND IMAGE*, DAN *e-CUSTOMER RELATIONSHIP MANAGEMENT* TERHADAP *e-CUSTOMER SATISFACTION* PADA GOJEK PADANG

THESIS



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PENGARUH E-SERVICE QUALITY, BRAND IMAGE DAN E-CUSTOMER RELATIONSHIP MANGEMENT TERHADAP E-CUSTOMER STAISFACTION PADA GOJEK PADANG

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ABSTRAK

Transportasi merupakan sarana dan prasarana bagi pembangunan ekonomi suatu negara yang dapat mendorong laju pertumbuhan ekonomi. Transformasi transportasi berbasis online semakin banyak diterapkan di Indonesia. Tujuan dari transportasi online adalah untuk membantu masyarakat menghindari kemacetan agar dapat sampai ketempat tujuan dengan cepat dan tepat waktu. Salah satu layanan transportasi online di Indonesia adalah GOJEK. Agar dapat bersaing dengan kompetitornya, GOJEK harus meningkatkan kualitas layanan e-Service Quality, Brand Image dan e-Customer Relationship Management. Penelitian ini bertujuan untuk menguji pengaruh e-service quality, brand image dan e-customer relationship management terhadap kepuasan e-customer denganmengolah data penelitianmenggunakan SPSS. Teknik pengambilan sampel menggunakan purposive sampling dengan jumlah sampel sebanyak 180r esponden. e-Service quality memengaruhi kepuasan pelanggan, Brand Image mempengaruhi kepuasan pelanggan, e-customer relationship management memengaruhi kepuasan pelanggan.

Keywords: e-Service Quality, Brand Image, e-Customer relationship management, e-Satisfaction

THE EFFECT OF E-SERVICE QUALITY, BRAND IMAGE, E-CUSTOMER RELATIONSHIP MANAGEMENT ON E-CUSTOMER SATISFACTION AT GOJEK PADANG

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ABSTRACT

Transportation is a means and infrastructure for the economic development of a country that can encourage the rate of economic growth. Supported by progress and the rapid development of technology, transportation services are also increasingly advancing in the form of technology. Online-based transportation transformation is increasingly being implemented in Indonesia. The purpose of online transportation is to help people avoid traffic jams to get to their destinations quickly and on time. One of the online transportation services in Indonesia is GOJEK. In order to compete with its competitors, GOJEK must improve the quality of e-Service Quality, Brand Image and e-Customer Relationship Management services. This study aims to examine the effect of e-service quality, brand image and e-customer relationship management on e-customer satisfaction by processing research data using SPSS. The sampling technique used purposive sampling with a total sample of 180 respondents. e-service quality affects e-customer satisfaction, brand image affects e-customer satisfaction, e-customer relationship management affects e-customer satisfaction.

Keywords: e-Service Quality, Brand Image, e-Customer relationship management, e-Satisfaction.