

**PENGARUH KUALITAS PRODUK, KUALITAS LAYANAN DAN
KEPERCAYAAN TERHADAP LOYALITAS DENGAN MEDIASI
KEPUASAN PELANGGAN**

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ABSTRAK

Dengan mengukur Kepuasan dan loyalitas konsumen pada pasar online di Indonesia, penelitian ini bermaksud untuk menguji pengaruh kualitas produk, kualitas layanan, dan kepercayaan terhadap loyalitas pelanggan. Metodologi kuantitatif dipergunakan dalam penelitian ini dengan mengumpulkan data dari 230 pelanggan pasar online di Jabodetabek melalui survei *online*. Untuk menguji hubungan antar variabel penelitian digunakan analisis *Structural Equation Modelling (SEM)*. Temuan penelitian ini menunjukkan hubungan langsung kualitas produk, kualitas layanan dan kepercayaan berpengaruh positif terhadap kepuasan pelanggan pada pasar online. Sedangkan hubungan langsung kualitas produk, kualitas layanan dan kepercayaan berpengaruh positif terhadap loyalitas pelanggan pada pasar online. Hubungan langsung kepuasan pelanggan berpengaruh positif terhadap loyalitas pelanggan pada pasar online. Selain itu pengaruh mediasi kepuasan pelanggan ternyata juga mampu memediasi hubungan kualitas produk, kualitas layanan dan kepercayaan berpengaruh positif terhadap loyalitas pelanggan pasar online. Temuan penelitian ini mempunyai implikasi manajemen yang dapat dimanfaatkan oleh perusahaan industri *e-commerce* atau pasar online di Indonesia untuk meningkatkan strategi pemasaran dan layanan mereka serta membangun loyalitas konsumen yang lebih kuat.

Keyword: Kualitas Produk, Kualitas layanan, kepercayaan, kepuasan dan loyalitas

ABSTRACT

By measuring consumer satisfaction and loyalty on the e-commerce platform, this research aims to examine the influence of electronic product quality, electronic service quality, and electronic trust on electronic customer loyalty. Quantitative methodology was used in this research by collecting data from 230 e-commerce customers in Jabodetabek through an online survey. To test the relationship between research variables, Structural Equation Modeling (SEM) analysis was used. Findings of this research shows a direct relationship Product quality, service quality and trust have a positive effect on customer satisfaction on the e-commerce. Meanwhile, the direct relationship between product quality, service quality and trust has a positive effect on customer loyalty on the Indonesia e-commerce platform. The direct relationship between customer satisfaction has a positive effect on customer loyalty on the e-commerce platform. Apart from that, the mediating influence of customer satisfaction is also able to mediate the relationship between product quality, service quality and trust and has a positive effect on customer loyalty on the e-commerce platform. The findings of this research have management implications that e-commerce industry companies can utilize to improve their marketing and service strategies and build stronger consumer loyalty.

Keywords: *Product quality, service quality, trust, satisfaction and loyalty*