ABSTRAK

Kegiatan berbelanja di masa pandemi COVID 19 ini semakin meningkat dan dilakukan oleh hampir semua kalangan usia remaja hingga dewasa. Pada masa kini masyarakat lebih menginginkan kegiatan berbelanja secara efisien, mudah, dan sesuai dengan yang dibutuhkan, sehingga masyarakat cenderung beralih pada layanan berbelanja secara *online*. Dengan meningkatnya kemajuan teknologi, *Self service technology (SST)* menjadi pilihan yang dibutuhkan. *Self Service Technology* dapat memberikan akses kemudahan dan kenyamanan bagi pengguna dari inefisiensi yang mereka rasakan, dengan kualitas layanan yang memenuhi harapan. Telah banyak penelitian yang membahas terkait kualitas layanan *Self Service Technology*, namun demikian masih jarang penelitian yang membahas keterkaitan variabel tersebut dengan usia. Tujuan dari penelitian ini untuk mengetahui apakah kualitas layanan *SST* dapat mempengaruhi loyalitas pelanggan dan *behavioral intention*, serta pengaruh dari peran mediasi kepuasan pelanggan dan peran moderasi usia. Penelitian ini dilakukan pada bulan Juni hingga Agustus 2021 dengan 160 responden yang menggunakan layanan *e-commerce* (Tokopedia, Shopee, JD.ID, dan Lazada) di wilayah Kabupaten Tangerang, DKI Jakarta, dan Kota Bandung. Untuk menguji model penelitian, studi ini menggunakan *structural equation model* (SEM). Hasil yang diperoleh menunjukan bahwa kualitas layanan *SST* berpengaruh positif secara langsung terhadap kepuasan pelanggan. Kepuasan pelanggan berpengaruh positif secara langsung terhadap loyalitas pelanggan dan kepuasan pelanggan berpengaruh positif secara langsung terhadap *behavioral intention*. Sementara kualitas layanan *SST* tidak berpengaruh secara langsung terhadap loyalitas pelanggan dan terhadap *behavioral intention*. Akan tetapi, kepuasan pelanggan mampu memediasi hubungan antara kualitas layanan *SST* terhadap loyalitas pelanggan dan kepuasan pelanggan mampu memediasi hubungan antara kualitas layanan *SST* terhadap *behavioral intention*. Namun demikian, peran dari usia tidak memoderasi hubungan antara kualitas layanan *SST* terhadap kepuasan pelanggan.

Kata Kunci : Kualitas Layanan *Self Service Technology,* Loyalitas Pelanggan, *Behavioral Intention,* Kepuasan Pelanggan, Usia

ABSTRACT

Shopping activity during the COVID-19 pandemic rapidly increases. It is carried out by almost all ages, from teenagers to adults. Nowadays, people prefer efficient and easy shopping activity which is in line with necessity, so people tend to switch to online shopping services. Because of the technology advancement, Self-Service Technology (SST) has become the preferred choice. Self-Service Technology can provide easy and comfortable access for users with service quality that meets expectations. There have been many studies that have discussed the service quality of Self-Service Technology. However, there were still few studies that have discussed the relationship between these variables and age. This study is intended to determine whether the service quality of SST can affect customer loyalty and behavioral intention or not, as well as the effect of the mediating role of customer satisfaction and the moderating role of age. This research was conducted from June to August 2021 with 160 respondents using e-commerce services (Tokopedia, Shopee, JD.ID, and Lazada) in Tangerang, DKI Jakarta, and Bandung City. This study employed a structural equation model (SEM) to test the research model. The results revealed that the service quality of SST directly and positively affected customer satisfaction. Customer satisfaction directly and positively affected customer loyalty. Besides, customer satisfaction also directly and positively affected behavioral intention. Meanwhile, the service quality of SST did not directly affect customer loyalty and behavioral intention. However, customer satisfaction could mediate the relationship between the service quality of SST on customer loyalty. Customer satisfaction could mediate the relationship between the service quality of SST and behavioral intention. However, age could not moderate the relationship between the service quality of SST and customer satisfaction.

Keywords: Service Quality of Self-Service Technology, Customer Loyalty, Behavioral Intention, Customer Satisfaction, Age