

ABSTRAK

Seiring dengan perkembangan teknologi, internet pun telah berkembang dengan pesat sehingga membantu penggunaanya dalam melakukan berbagai aspek dengan cepat dan mudah. Kini, telah hadir berbagai macam situs jaringan *e-commerce* yang memberikan pelayanan. Situs jaringan *e-commerce* Qlapa.com merupakan perusahaan *e-commerce start-up* yang memiliki keunikan tersendiri dibandingkan situs belanja *online* lainnya. Adanya niat beli di *e-commerce* disebabkan adanya pengaruh *e-service quality*, EWOM, dan *perceived value* konsumen. Tujuan penelitian ini adalah untuk menganalisa pengaruh *e-service quality*, EWOM, dan *perceived value* terhadap *purchase intention* pada toko *online* di *e-commerce* Qlapa.

Penelitian ini menggunakan pendekatan kuantitatif. Pengambilan sampel menggunakan metode *purposive sampling* dengan kriteria responden yang pernah berbelanja secara *online* namun belum pernah berbelanja di situs Qlapa melalui sebaran kuesioner *online*. Total responden dikumpulkan pada penelitian berjumlah 161 responden. Teknik pengujian data yang digunakan adalah SEM AMOS. Hasil penelitian menunjukkan bahwa *e-service quality* tidak berpengaruh signifikan terhadap *perceived value* dan *purchase intention*, EWOM berpengaruh signifikan terhadap *perceived value* dan *purchase intention*, dan *perceived value* berpengaruh signifikan terhadap *purchase intention*.

Kata kunci: *e-service quality*, EWOM, *perceived value*, *purchase intention*, *e-commerce*

ABSTRACT

Along with the development of technology, the internet has been growing rapidly, internet users had help to doing various aspects quickly and easily. Now, there are various kinds of e-commerce network sites that provide services. Qlapa.com is a start-up e-commerce company that has its own uniqueness compared to other online shopping sites. The existence of buying intention in e-commerce due to the influence of e-service quality, EWOM, and consumer perceived value. The purpose of this study is to analyze the effect of e-service quality, EWOM, and perceived value to purchase intention in online store at e-commerce Qlapa.

This study uses a quantitative approach. Sampling technique using purposive sampling method with the criteria of respondents who have been shopping online but have never shop at Qlapa site through the distribution of online questionnaires. Total respondents collected in the study amounted to 161 respondents. The data testing technique use SEM AMOS. The results showed that e-service quality has no significant effect on perceived value and purchase intention, EWOM has significant effect on perceived value and purchase intention, and perceived value has significant effect on purchase intention.

Keywords: e-service quality, EWOM, perceived value, purchase intention, e-commerce