

## ABSTRAK

Buyung Romadhoni, Program Doktor Ilmu Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Brawijaya 2015. Hubungan Relational antara *E-Service Quality*, *E-Satisfaction*, *E-Trust*, *E-Commitment*, dan *E-Loyalty* (Studi empiris pada pelanggan *webhosting provider* di Makassar). Promotor: Djumilah Hadiwidjojo, Co-Promotor: Noermijati dan Siti Aisjah.

Penelitian ini bertujuan untuk menguji dan menjelaskan pengaruh langsung *e-service quality* terhadap *e-loyalty*, peran *e-satisfaction* dan *e-trust* sebagai mediasi *e-service quality* terhadap *e-loyalty*, peran *e-commitment* sebagai mediasi *e-trust* terhadap *e-loyalty*. Penelitian ini menggunakan pendekatan kuantitatif dengan penekanan pada *explanatory research*. Unit analisis penelitian ini adalah pelanggan dari *webhosting provider* di Kota Makassar yang telah melakukan pembelian *online* pada *webhosting provider* di Kota Makassar. Jumlah sampel adalah 125 responden. Data primer dikumpulkan dengan menggunakan kuesioner secara *online* melalui survei. Selain itu, metode analisia data yang digunakan adalah WarpPLS Ver 3.0.

Temuan penelitian adalah *e-service quality* berpengaruh positif signifikan terhadap *e-loyalty*, *e-satisfaction* bukan mediasi dalam hubungan *e-service quality* terhadap *e-loyalty*, *e-trust* sebagai mediasi *partial* dalam hubungan *e-service quality* terhadap *e-loyalty*, dan *e-commitment* bukan mediasi dalam hubungan *e-trust* terhadap *e-loyalty*. Implikasi teoritisnya adalah memberi penguatan terhadap *relationship marketing theory* dan implikasi praktis dari penelitian ini adalah sebagai masukan untuk meningkatkan *e-loyalty* pengguna *internet* pada *webhosting provider* di Kota Makassar.

**Kata Kunci:** *E-Service Quality*, *E-Satisfaction*, *E-Trust*, *E-Commitment*, *E-Loyalty*

## **ABSTRACT**

Buyung Romadhoni, Management Doctoral Program, Faculty of Economics and Business, University of Brawijaya 2015. Relational Relationship among e-Service Quality, e-Satisfaction, e-Trust, e-Commitment, and e-Loyalty (An empirical study on customer of webhosting provider in Makassar). Supervisor: Djumilah Hadiwidjojo, Co-supervisors: Noermijati and Siti Aisyah.

This study was aimed at examining and explaining direct influence of e-service quality on e-loyalty, the role of e-satisfaction and e-trust as a mediation of e-service quality on e-loyalty, the role of e-commitment as a mediation of e-trust on e-loyalty. A quantitative approach was applied in this study with an emphasis on explanatory research. The analysis unit implemented in the study was the customers of webhosting provider in Makassar who had made online purchase in webhosting provider in Makassar. The number of samples was 125 respondents. The primary data was collected using a questionnaire through online surveys. In addition, the data was analyzed using WarpPLSVer 3.0.

The results of the study show that e-service quality has a significant positive influence on e-loyalty, e-satisfaction is not mediation in the relation of e-service quality on e-loyalty, e-trust is a partial mediation in the relation of e-service quality on e-loyalty, and e-commitment is not mediation in the relationship of e-trust on e-loyalty. The theoretical implications on the research contribute to the reinforcement on the relationship marketing theory and the practical implications are used as the input to improve the e-loyalty of the internet users in the webhosting provider in Makassar.

**Keywords:** *E-Service Quality, E-Satisfaction, E-Trust, E-Commitment, E-Loyalty*

