

INTISARI

Penelitian ini bertujuan untuk menguji pengaruh faktor penerimaan teknologi dan kualitas pelayanan *website* terhadap kepuasan dan loyalitas konsumen dalam belanja *online*. Penelitian ini dilakukan di Yogyakarta. Metode pengambilan sampel yang digunakan dalam penelitian ini adalah *nonprobability sampling* yang digunakannya adalah *purposive sampling*. Besarnya sampel sebanyak 150 orang. Teknik pengumpulan data menggunakan kuesioner yang disebarakan secara *online*. Analisis data menggunakan *Structural Equation Modeling* (SEM) dengan bantuan *software* AMOS. Hasil penelitian menunjukkan bahwa (1) faktor penerimaan teknologi berpengaruh signifikan terhadap loyalitas konsumen, (2) faktor penerimaan teknologi berpengaruh signifikan terhadap kepuasan konsumen, (3) kualitas pelayanan *website* berpengaruh signifikan terhadap kepuasan konsumen, (4) kualitas pelayanan *website* tidak berpengaruh signifikan terhadap loyalitas konsumen, (5) kepuasan konsumen berpengaruh signifikan terhadap loyalitas konsumen.

Kata kunci: faktor penerimaan teknologi, kualitas pelayanan *website*, kepuasan, loyalitas, belanja online

ABSTRACT

This research aims to test the influence of technology acceptance factor and e-service quality towards customer satisfaction and loyalty in online shopping. This research was conducted in Yogyakarta. Sampling method used in this research is nonprobability sampling particularly the purposive sampling. The magnitude of the samples as many as 150 people. Engineering data collection using a questionnaire which was distributed online. Data analysis using Structural Equation Modeling (SEM) with the help of software AMOS. The results showed that (1) technology acceptance factor has a significant impact toward consumer loyalty, (2) technology acceptance factor has a significant impact toward consumer satisfaction, (3) e-service quality has a significant impact toward consumer satisfaction, (4) e-service quality do not has a significant impact to consumer loyalty, (5) consumer satisfaction has a significant impact toward consumer loyalty.

Keywords: technology acceptance factor, e-service quality, customer satisfaction, customer loyalty, online shopping