

INTISARI

Penelitian ini bertujuan untuk menguji apakah terdapat pengaruh kualitas *website* terhadap kepuasan pelanggan, kepercayaan pelanggan dan loyalitas pelanggan. Pengambilan sampel dilakukan dengan teknik *nonprobability sampling* yaitu dengan metode *purposive sampling*. Jumlah responden yang digunakan adalah 164 responden yaitu pelanggan jasa layanan tiket/hotel Traveloka di Yogyakarta. Teknik pengumpulan data berupa kuesioner dan dianalisis menggunakan *Structural Equation Modeling* (SEM) dengan bantuan *software* AMOS 22. Hasil penelitian ini menyatakan bahwa kualitas *website* berpengaruh positif terhadap kepuasan pelanggan, kualitas *website* berpengaruh positif terhadap kepercayaan pelanggan, kepuasan pelanggan berpengaruh positif terhadap loyalitas pelanggan dan kepercayaan pelanggan tidak berpengaruh positif terhadap loyalitas pelanggan, kualitas *website* berpengaruh positif terhadap loyalitas melalui kepuasan pelanggan, kualitas *website* tidak berpengaruh positif terhadap loyalitas pelanggan dan kualitas *website* tidak berpengaruh positif terhadap loyalitas melalui kepercayaan pelanggan.

Kata Kunci: Kualitas Website, Kepuasan Pelanggan, Kepercayaan Pelanggan dan Loyalitas Pelanggan

ABSTRACT

This study aims to examine whether there is an influence of website quality on customer satisfaction, trust, customer loyalty. Sampling is done by nonprobability sampling technique that is by purposive sampling method. The number of respondents used was 164 respondents, namely customer service tickets/ Traveloka hotels in Yogyakarta. Data collection techniques in the form of questionnaires and analyzed using Structural Equation Modeling (SEM) with the help of AMOS 22 software. The results of this study state that website quality has a positive effect on customer satisfaction, website quality has a positive effect on customer trust, customer satisfaction has a positive effect on customer loyalty and trust customers do not have a positive effect on customer loyalty, website quality do not have a positive effect on customer loyalty, website quality has a positive effect on loyalty through customer satisfaction and website quality do not have a positive effect on loyalty through customer trust.

Keywords: *Website Quality, Customer Satisfaction, Customer Trust and Customer Loyalty*