

ABSTRACT

THE EFFECT OF E-SERVICESCAPES ON INDONESIA'S ONLINE RIDE-SHARING APPLICATION TOWARDS PERCEIVED E-SHOPPING VALUE AND CUSTOMERS LOYALTY (A CASE STUDY IN BANDAR LAMPUNG)

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Other than giving the right promotions and the act of service itself, Online Ride-sharing companies need to pay attention for the applications which they programmed in the first place in order to gain customer for their service. To ensure that the consumer would want to use the service from the application, the companies need to consider both e-Servicescape and the perceived e-Transaction value that will further be the determinants of the customers' decision about purchasing and further actions which resulting in customer's loyalty towards the ride-sharing companies.

Data was collected through questionnaire which distributed to 402 respondents by using Purposive Sampling Techniques. The sampling was carried out by taking sample selection based on the population contained in the object of this study, namely users of the online ride-sharing mobile application in Bandar Lampung. Meanwhile, the Multiple Linear Regression analysis is being used to analyze the research.

The result shows that the overall variables of e-Servicescape (Aesthetic Appeal, Layout and Functionality, and Financial Security) are accepted, in sync with the perceived e-transactions value towards the consumer's attitudinal and behavioral loyalty. The relationship of e-Servicescape towards customers' e-Transaction Value can be represented as much as 53.5%, meanwhile as for the relationship between e-Transaction Value with Attitudinal and Behavioral Loyalty, it can be represented as much as 41.5% and 30.3% respectively, and the rest is influenced by other variables.

Keywords: Online Ride-sharing Mobile Application, e-Servicescape, Aesthetic Appeal, Layout and Functionality Financial Security, e-Transaction Value, Attitudinal Loyalty, Behavioral Loyalty