

ABSTRAK

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Pengaruh Kualitas Layanan, Brand Ambassador, Nilai Pelanggan dan E-Wom Sebagai Variabel Mediasi Terhadap Loyalitas Pelanggan (Studi pada Pelanggan Shopee Generasi Z di Tangerang Selatan)

Perkembangan teknologi digital dan persaingan dalam industri e-commerce mendorong perusahaan untuk mempertahankan loyalitas pelanggan melalui berbagai strategi yang dapat meningkatkan pengalaman dan keterikatan pelanggan. Penelitian ini bertujuan untuk menganalisis pengaruh kualitas layanan, brand ambassador, dan nilai pelanggan terhadap E-WOM dan loyalitas pelanggan, serta menguji peran E-WOM sebagai variabel mediasi pada pelanggan Shopee Generasi Z di Tangerang Selatan.

Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Sampel penelitian berjumlah 150 responden yang dipilih menggunakan teknik purposive sampling berdasarkan kriteria yang telah ditetapkan. Data dikumpulkan melalui kuesioner dengan skala Likert 1–5 dan dianalisis menggunakan Structural Equation Modeling-Partial Least Squares (SEM-PLS) dengan bantuan SmartPLS. Hasil penelitian menunjukkan bahwa kualitas layanan, brand ambassador, dan nilai pelanggan berpengaruh positif dan signifikan terhadap E-WOM dan loyalitas pelanggan. E-WOM juga berpengaruh positif dan signifikan terhadap loyalitas pelanggan serta memediasi pengaruh kualitas layanan, brand ambassador, dan nilai pelanggan terhadap loyalitas pelanggan.

Hasil evaluasi model menunjukkan nilai R^2 sebesar 0,648 pada E-WOM dan 0,714 pada loyalitas pelanggan. Nilai SRMR sebesar 0,062 menunjukkan bahwa model memiliki kecocokan yang baik. Seluruh hipotesis penelitian dinyatakan diterima dengan tingkat signifikansi $p < 0,05$. Dengan demikian, kualitas layanan, brand ambassador, dan nilai pelanggan berperan dalam membentuk E-WOM dan loyalitas pelanggan, sementara E-WOM berperan sebagai variabel mediasi dalam meningkatkan loyalitas pelanggan Shopee Generasi Z di Tangerang Selatan.

Kata kunci: Kualitas Layanan, Brand Ambassador, Nilai Pelanggan, Electronic Word of Mouth, Loyalitas Pelanggan, SEM-PLS.

ABSTRACT

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The Influence of Service Quality, Brand Ambassador, and Customer Value with E-WOM as a Mediating Variable on Customer Loyalty (A Study of Generation Z Shopee Customers in South Tangerang)

The development of digital technology and increasing competition in the e-commerce industry encourage companies to maintain customer loyalty through various strategies that can improve customer experience and engagement. This study aims to analyze the influence of service quality, brand ambassador, and customer value on Electronic Word of Mouth (E-WOM) and customer loyalty, as well as to examine the role of E-WOM as a mediating variable among Generation Z Shopee customers in South Tangerang.

This study employed a quantitative approach using a survey method. The sample consisted of 150 respondents selected through purposive sampling based on predetermined criteria. Data were collected using a questionnaire with a 1–5 Likert 1–5 scale and analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with the assistance of SmartPLS. The results showed that service quality, brand ambassador, and customer value had a positive and significant effect on E-WOM and customer loyalty. E-WOM also had a positive and significant effect on customer loyalty and mediated the effects of service quality, brand ambassador, and customer value on customer loyalty.

The model evaluation results showed an R^2 value of 0.648 for E-WOM and 0.714 for customer loyalty. The SRMR value of 0.062 indicated a good model fit. All research hypotheses were accepted at a significance level of $p < 0.05$. Therefore, service quality, brand ambassador, and customer value contribute to the formation of E-WOM and customer loyalty, while E-WOM serves as a mediating variable in increasing customer loyalty among Generation Z Shopee customers in South Tangerang.

Keywords: Service Quality, Brand Ambassador, Customer Value, Electronic Word of Mouth, Customer Loyalty, SEM-PLS.