

**ANALISIS PERSEPSI PELANGGAN TERHADAP E-SERVICE QUALITY PADA TOKO FASHION ONLINE DENGAN MENGGUNAKAN PENDEKATAN SERVQUAL**

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**ABSTRAK**

*Kemunculan e-commerce mengundang perhatian masyarakat untuk berbelanja tanpa harus menghabiskan banyak waktu dan energi. Semakin berkembangnya e-commerce di Jawa Timur, khususnya toko fashion online, pebisnis menyadari bahwa persaingan semakin ketat dan juga menyadari bahwa tidak hanya harga murah dan kehadiran situs web namun kualitas e-service juga perlu untuk diperhatikan. E-service mencakup proses transaksi, pengiriman, pembayaran dan interaksi dengan pelanggan. Pebisnis e-commerce menyadari bahwa penentu keberhasilan atau kegagalan dalam e-commerce tidak hanya dari kehadiran situs jual-beli dan harga murah, namun juga mencakup kualitas pelayanan elektronik dari sisi pelanggan.*

*Mengetahui persepsi pelanggan sangat penting karena pemilik toko online bisa mengetahui layanan apa saja yang perlu untuk ditingkatkan sehingga menarik minat berbelanja online. Model SERVQUAL milik Lee dan Lin akan digunakan pada penelitian ini untuk dapat mengetahui nilai kualitas dari pelayanan. Penelitian akan dilakukan dengan survey menggunakan kuesioner yang dirancang oleh Lee dan Lin dan kemudian data akan diolah dengan metode perhitungan*

*Structural Equation Model (SEM) menggunakan aplikasi SPSS AMOS.*

*Pada tugas akhir ini bertujuan untuk mengetahui persepsi pelanggan terhadap e-service quality pada toko fashion online sehingga dapat memberikan rekomendasi kepada pebisnis tentang bagaimana meningkatkan kualitas pelayanan dari toko fashion online.*

***Kata kunci: e-commerce, e-service quality, service quality dimensions, structural equation modeling.***

***CUSTOMER PERCEPTION ANALYSIS TOWARD E-SERVICE QUALITY IN E-COMMERCE FASHION INDUSTRY USING SERVQUAL APPROACH***

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**ABSTRACT**

*It is publicly known that e-commerce has been noticed by Indonesian's people to purchase materials online without wasting time and energy. Furthermore with the development of e-commerce in East Java, especially in the online fashion industry, sellers or businessman have recognized that the business competition is getting fiercer every day. Nowadays not only competing with the right price and the presence of website, sellers have to understand the quality of e-service for example e-transaction, distribution, purchasing, and interaction with customers. Sellers have to realize that success and failure determinant in e-commerce could not only be measured by the presence of e-commerce and lower price but also the e-service quality from customer perspective.*

*Knowing customer perspective is important because sellers could identify what services which need to be improved to increase customers' interest in online shopping. SERVQUAL model which developed by Lee and Lin will be used in this research to find the e-service value in the business. Moreover this research will be conducted with surveys which are constructed also by Lee and Lin, and then the data will be processed by utilizing Structural Equation Model (SEM) which is supported by SPSS AMOS program.*

*This final thesis goal is to find out the customers perception toward e-service quality in e-commerce Fashion Industry with the result that will be able to give recommendation to the sellers for increasing the e-service quality in e-commerce fashion industry.*

***Keywords:*** *e-commerce, e-service quality, service quality dimensions, structural equation modeling.*

