

PENGARUH KUALITAS LAYANAN ELEKTRONIK DAN REPUTASI ELEKTRONIK TERHADAP KEPUASAN PELANGGAN YOMMS SPRING ROLL

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INTISARI

Latar Belakang: Pesatnya pertumbuhan layanan pesan antar makanan di Indonesia menuntut perusahaan untuk mempertahankan kualitas layanan elektronik dan reputasi elektronik guna meningkatkan kepuasan pelanggan. Di Indonesia, termasuk di wilayah Yogyakarta, Yomms Spring Roll sebagai salah satu merek kuliner yang memasarkan produknya melalui ShopeeFood juga menghadapi tantangan serupa, di mana ditemukan keluhan terkait kualitas tampilan visual platform, reputasi elektronik, dan kinerja aplikasi yang dinilai belum optimal.

Tujuan Penelitian: Penelitian ini bertujuan untuk menganalisis pengaruh kualitas layanan elektronik dan reputasi elektronik terhadap kepuasan pelanggan Yomms Spring Roll melalui platform ShopeeFood di Yogyakarta.

Metode Penelitian: Penelitian menggunakan pendekatan kuantitatif dengan desain *cross-sectional*. Sampel sebanyak 400 responden diuji menggunakan teknik *purposive sampling*. Pengumpulan data dilakukan melalui kuesioner dan data dianalisis menggunakan metode SEM-PLS dengan *software* SmartPLS4.

Hasil Penelitian: Hasil penelitian menunjukkan bahwa fungsionalitas, keandalan, kualitas atmosfer, kinerja aplikasi, karakteristik merek, nilai yang dirasakan, dan media sosial berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Sedangkan variabel informasi lokalitas, ulasan online, dan keterlibatan emosional tidak berpengaruh signifikan terhadap kepuasan pelanggan.

Kesimpulan: Berdasarkan hasil penelitian menegaskan bahwa keberhasilan layanan pesan antar makanan tidak hanya bergantung pada kualitas layanan elektronik dan reputasi elektronik, tetapi juga kemampuan untuk memenuhi ekspektasi pelanggan.

Kata Kunci: Kualitas Layanan Elektronik, Fungsionalitas, Keandalan, Informasi Lokalitas, Kualitas Atmosfer, Ulasan Pelanggan, Keterlibatan Emosional, Karakteristik Merek, Kinerja Platform, Layanan Yang Dirasakan, Media Sosial, Reputasi Elektronik, Kepuasan Pelanggan

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INFLUENCE OF ELECTRONIC SERVICE QUALITY AND ELECTRONIC REPUTATION ON CUSTOMER SATISFACTION YOMMS SPRING ROLL

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ABSTRACT

Background: *The rapid growth of food delivery services Indonesia requires companies to maintain e-service quality and e-reputation to increase customer satisfaction. In Indonesia, including in the Yogyakarta region, Yomms Spring Roll as one of the culinary brands that markets its products through ShopeeFood also faces similar challenges, where complaints were found related to the quality of the platform's visual appearance, e-reputation, and application performance which was considered not optimal.*

Research Objectives: *This study aims to analyze the effect of electronic service quality and electronic reputation on customer satisfaction Yomms Spring Roll through the ShopeeFood platform in Yogyakarta.*

Research Methods: *The study used a quantitative approach with cross-sectional design. A sample of 400 respondents was tested using purposive sampling technique. Data collection was carried out through the questionnaire and the data was analyzed using the SEM-PLS method with SmartPLS4 software.*

Research Results: *The results showed that functionality, reliability, atmospheric quality, application performance, brand characteristics, perceived value, and social media had a positive and significant effect on customer satisfaction. While the variables of locality information, online reviews, and emotional involvement have no significant effect on customer satisfaction.*

Conclusion: *Based on the results of the study, it is confirmed that the success of food delivery services depends not only on the quality of e-service and e-reputation, but also the ability to meet customer expectations.*

Keywords: *E-Service Quality, Functionality, Reliability, Locality Information, Atmosphere Quality, Customer Reviews, Emotional Engagement, Brand Characteristics, Platform Performance, Perceived Service, Social Media, E-reputation, Customer Satisfaction.*

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