

RINGKASAN

Hal ini dilakukan untuk menganalisis pengaruh kualitas layanan electronic terhadap kepuasan pelanggan yang berdampak pada keterikatan pelanggan melalui nilai yang dirasakan pengguna terkait aplikasi tangeran gemilang Terdapat 196 responden yang pernah menggunakan aplikasi Tangerang gemilang sebelumnya

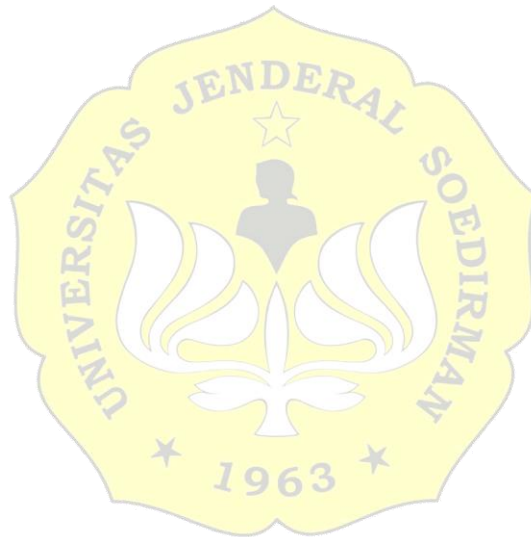
Berdasarkan penelitian ini ada beberapa kesimpulan: 1) E-Service Quality berpengaruh positif terhadap Kepuasan Pelanggan pengguna aplikasi Tangerang Gemilang, 2) E-Service Quality berpengaruh positif terhadap Perceived Value pengguna aplikasi Tangerang Gemilang, 3) E-Service Quality berpengaruh positif terhadap Customer Engagement pengguna aplikasi Tangerang Gemilang, 4) Perceived Value berpengaruh negatif terhadap Kepuasan Pelanggan pengguna aplikasi Tangerang Gemilang, 5) Perceived Value berpengaruh negatif terhadap Customer Engagement pengguna aplikasi Tangerang Gemilang, 6) Kepuasan Pelanggan berpengaruh negatif terhadap Customer Engagement pengguna aplikasi Tangerang Gemilang, 7) Kualitas E-Service terhadap Kepuasan Pelanggan pengguna Aplikasi Tangerang Gemilang melalui Perceived Value memiliki efek mediasi negative, 8) E-Service Quality terhadap Customer Engagement pengguna Aplikasi Tangerang Gemilang melalui Perceived Value memiliki efek mediasi negatif

Implikasi Manajerial adalah 1) Pemerintah harus terus berinovasi dan pemeliharaan aplikasi agar pengguna puas dan bersedia untuk menggunakan aplikasi di masa yang akan datang, dan 2) Pemerintah perlu melakukan sosialisasi secara merata terkait aplikasi agar masyarakat kabupaten Tangerang aware dengan eksistensi aplikasi tersebut,

Keterbatasan penelitian ini adalah 1) Sulit mencari responden yang memenuhi kriteria karena aplikasinya tidak tersosialisasi dengan baik, sehingga banyak orang yang belum menggunakan aplikasi tersebut, 2) penelitian ini hanya

sebatas kuesioner sehingga kurang maksimal untuk digali, 3) informasi lebih dalam terkait e-service quality, perceived value, customer satisfaction dan customer engagement, dan penelitian ini hanya terbatas pada pengguna aplikasi Tangerang Gemilang di Kabupaten Tangerang.

Kata Kunci: Kualitas Layanan Electronic, Kepuasan Pelanggan, Keterikatan Pelanggan, Nilai Keuntungan.



SUMMARY

This was done to analyze the effect of electronic service quality on customer satisfaction which has an impact on customer engagement through the user's perceived value regarding the Tangerang Gemilang application. There were 196 respondents who had used the Tangerang Gemilang application before.

Based on this research, there are several conclusions: 1) E-Service Quality has a positive effect on Customer Satisfaction using the Tangerang Gemilang application, 2) E-Service Quality has a positive effect on Perceived Value of Tangerang Gemilang application users, 3) E-Service Quality has a positive effect on Customer Engagement users of the Tangerang Gemilang application, 4) Perceived Value has a negative effect on Customer Satisfaction of users of the Tangerang Gemilang application, 5) Perceived Value has a negative effect on Customer Engagement of Tangerang Gemilang application users, 6) Customer Satisfaction has a negative effect on Customer Engagement users of the Tangerang Gemilang application, 7) Quality E-Service on Customer Satisfaction using the Tangerang Gemilang Application through Perceived Value has a negative mediating effect, 8) E-Service Quality on Customer Engagement of Tangerang Gemilang Application users through Perceived Value has a negative mediating effect

Managerial implications are 1) The government must continue to innovate and maintain the application so that users are satisfied and willing to use the application in the future, and 2) The government needs to carry out socialization evenly regarding the application so that the people of Tangerang district are aware of the existence of the application,

The limitations of this study are 1) it is difficult to find respondents who meet the criteria because the application is not well socialized, so many people have not used the application, 2) this research is only limited to a questionnaire so that it is not optimal to explore, 3) more in-depth information related to e-service quality,

perceived value, customer satisfaction and customer engagement, and this research is limited to users of the Tangerang Gemilang application in Tangerang Regency.

Keywords: Electronic Service Quality, Customer Satisfaction, Customer Engagement, Profit Value.

