

V i e w m e t a d a t a , c i t a t i o n a n d s i m i l a b r o p u b l i c a t i o n p r o v i d e d

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**EXPLORING THE RELATIONSHIPS BETWEEN E-SERVICE QUALITY,
SATISFACTION, ATTITUDES AND BEHAVIORS IN E-STORE WEBSITE**

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Abstract

Objective. This study was conducted to analyze the relationship between e-service quality, satisfaction, attitude towards the website and behavioral intentions in e-store website. This objective of the research was accomplished through an adaptation of a study conducted by Carlson and O’Cass in 2010.

Method. Data were collected by distributing questionnaires to 150 samples of people who have already visited the store website. Data were analyzed using Cronbach’s alpha, confirmatory factor analysis, and linear and multiple regressions

Results. The regression analysis result in this study show that in the relationship between four variables which are e-service quality, satisfaction, attitude towards the website, and behavioral intentions there are positive influence except for the relation between e-service quality and behavioral intentions that shown no direct influence because the significant value is more than 0.05.

Conclusion. Generally, the four variables which are e-service quality, satisfaction, attitude towards the website, and behavioral intentions have direct positive influence to each other except for the e-service quality towards the behavioral intention.

Key words. E-service Quality, Satisfaction, Attitude towards the website, Behavioral Intention