

**Pengaruh Technology Acceptance, Website Service Quality dan  
Specific Holdup Cost terhadap E-Satisfaction dan E-Loyalty  
Konsumen Online Shop di Fani House**

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**ABSTRAK**

Tujuan utama penelitian ini adalah untuk menguji dan menganalisis pengaruh technology acceptance, website service quality dan specific holdup cost terhadap e-satisfaction dan e-loyalty pada konsumen online shop di Fani House. Populasi dalam penelitian ini adalah konsumen online shop di Fani House. Sampel pada penelitian ini sebanyak 111 konsumen online shop di Fani House. Teknik analisa data yang dipergunakan pada penelitian ini adalah Model Persamaan Stuktural (Stuctural Equation Model ). Hasil pengujian diperoleh kesimpulan yaitu: Faktor technology acceptance berpengaruh positif terhadap E-Satisfaction. Website service quality berpengaruh positif terhadap E-Satisfaction. Specific Holdup Cost berpengaruh positif terhadap Customer E-Satisfaction. Faktor technology acceptance berpengaruh positif terhadap Customer E-Loyalty. Website service quality berpengaruh positif terhadap Customer E-Loyalty. Specific Holdup Cost berpengaruh positif terhadap Customer E-Loyalty. Kepuasan pelanggan berpengaruh positif terhadap Customer E-Loyalty.

Kata Kunci : technology acceptance, website service quality, specific holdup cost, e-satisfaction dan e-loyalty

## **The Effect of Technology Acceptance, Service Quality Website and Specific Holdup Cost on E-Satisfaction and E-Loyalty Consumer of Online Shop in Fani House**

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### **ABSTRACT**

The purpose of this research is to test and analyze technology acceptance, service quality website and specific holdup cost on e-satisfaction and e-loyalty consumer of online shop in Fani House. Population in this research is consumer of online shop in Fani House. Sample in this research are 111 consumer of online shop in Fani House. Technique Data analysis used Model of Stuctural Equation (Model of Stuctural Equation). The test results are: Technology acceptance faktor has a positive effect on E-Satisfaction. The service quality website has a positive effect on E-Satisfaction. Specific holdup cost has a positive effect on E-Satisfaction. Technology acceptance faktor has positively affect on E-Loyalty. The customer Service Quality website has a positive effect on E-Loyalty. Customer Specific Holdup Cost has a positive effect on E-Loyalty Customers. Customer satisfaction has positively effect on E-loyalty customer.

Keyword : technology acceptance, website service quality, specific holdup cost, e-satisfaction and e-loyalty