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SUMMARY

SITI NURLAELA. Determinants of Online Journey and its influence on Online Customer Satisfaction and Loyalty. Supervised by UJANG SUMARWAN and MUKHAMAD NAJIB.

Internet technology showed improving over time. According to data released by the Association of Indonesian Internet Service Provider, the internet user has continued to grow since the 19th century. In 1998 internet users in Indonesia only 0.5 million people and go up to 139 million in 2015.

Advances in internet technology was capable of affecting marketing activities. Online shopping seen as more practical, because consumers can do so anytime and saving time to not visit a physical store. Good shopping experience allowing consumers to spread a positive word of mouth that will provide promotional effect to other consumers (Chen *et al.* 2011), whilst to attract the new customers have to pay five times larger instead of maintain the existing customers (Van-Vuuren *et al.* 2012).

The purpose of this study is to identify the determinants of online journey and investigate the influence of online journey on online consumer satisfaction and consumer loyalty in the Indonesian online shop context. This study refers to the conceptual model of online journey from Mangiaracina *et al.* (2009), whose divide the online journey mapping into five stages: site landing, product discovery, product presentation, cart management, check out, and delivery.

Based on the survey held in Indonesia during July to September 2015, of the 136 respondents, the mapping of online journey that constructed in this study might be used to evaluate consumer perception of the online shop performance. Structural Equation Modeling (SEM) was used to identify the positive influence of online journey to online customer satisfaction and customer loyalty. The results showed that the six stages of the online journey has a positive effect on customer satisfaction online. However, two of them are not significant, i.e. stage landing site and check out. Moreover, online customer satisfaction influence the online customer loyalty significantly. It indicate that online journey be important to consider in creating online customer satisfaction and also online customer loyalty.

This study contributes an insights from Indonesian online shop context to identify the stages of online journey of online shoppers that need to be addressed in arranging an effective e-commerce strategy.

Keywords: Online customer loyalty, online customer satisfaction, online journey, online shop, SEM



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