

ABSTRACT

The development of internet-based technology triggers emergence of e-commerce. The companies as service providers began to realize that the successful of business is no longer done by conventional business anymore, but by utilizing of internet technologies to gain the competitive advantages. The customers also begin switching from conventional shopping to online shopping.

This study tries to examine the relationship among the five dimensions of e-service quality to overall service quality and customer satisfaction in term of purchase intentions in online shopping. For each dimention, based on the worst performance of indicator affecting purchase intentions, a recommendation to fix it will be made. Data from a survey of 200 online customers in Bandung area were used to test the research model. Confirmatory Factor Analysis (CFA) was conducted to examine the goodness of fit test, reliability, and validity of the measurement model, and also the Structural Equation Model (SEM) method was used to test the research model.

The analytical results showed that the five dimensions of e-service quality affect overall service quality. More ever, the latter in turn are significantly related to customer purchase intentions. From the five dimensions that most directly affect overall service quality, customer satisfaction, and purchase intentions in succession are trust (98%), trust and responsiveness (86%), and reliability (79%). However, overall service quality affects customer satisfaction by 92%. Finally, overall service quality and customer satisfaction affect respectively purchase intentions, i.e. by 69% and 83%.

From the results of data analysis, there are several recommendations to raise customer purchase intentions in online shopping. Some of these recommendations include website with elegant appearance, in collaboration with highly performance of service delivery, providing 24-hours online, using *KasPay* in transaction systems, and provide personal attention to customer.

Keywords: *e-commerce, online shopping, the five dimensions of e-service quality, overall service quality, customer satisfaction, purchase intentions, confirmatory factor analysis, structural equation model*