

EVALUASI *E-SERVICE QUALITY* PADA CV KLIK DIGITAL

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Abstrak

Penelitian ini bertujuan untuk mengevaluasi *e-service quality* pada CV Klick Digital. CV Klick Digital merupakan perusahaan yang bergerak dibidang percetakan dan dokumen. *E-service quality* memiliki tujuh indikator yaitu efisiensi, kehandalan, *fulfillment*, keamanan, daya tanggap, kompensasi, dan kontak. Penelitian ini menggunakan data sekunder berupa data transaksi, struktur organisasi, *jobdesk* pekerja, dan profil perusahaan. Serta menggunakan data primer berupa survei menggunakan kuesioner. Sampel yang digunakan dalam penelitian ini sebanyak 35 responden dari populasi yang terdaftar menjadi *member* CV Klick Digital dan telah melakukan transaksi lebih dari satu kali. Penelitian ini menggunakan metode evaluasi dan kendali dengan uji validitas, reliabilitas, dan aritmatik. Dalam uji tersebut mendapatkan hasil berupa indikator kehandalan (3,85), *fulfillment* (3,83), dan daya tanggap (3,70) memiliki nilai di bawah rata-rata variabel *e-service quality* sebesar 3,95. Sedangkan indikator efisiensi (3,97), keamanan (4,09), kompensasi (4,22), dan kontak (4,00) memiliki nilai di atas rata-rata variabel *e-service quality* sebesar 3,95.

Kata Kunci: *Evaluasi, E-Service Quality*

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EVALUATION E-SERVICE QUALITY IN CV KLIK DIGITAL

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Abstract

This study aims to evaluate e-service quality at CV Klick Digital. CV Klick Digital is a company engaged in printing and documents. E-service quality has seven indicators which are efficiency, reliability, fulfillment, security, responsiveness, compensation, and contact. This study uses secondary data in the form of transaction data, organizational structure, job desk of workers, and company profiles and uses primary data in the form of surveys using questionnaires. The sample used in this study was 35 respondents from the population who were registered as CV Klick Digital members and had made transactions more than once. This study uses evaluation and control methods with validity, reliability, and arithmetic tests. In the test, the results in the form of indicators of reliability (3.85), fulfillment (3.83), and responsiveness (3.70) have values below the average e-service quality variable of 3.95. While the indicators of efficiency (3.97), security (4.09), compensation (4.22), and contacts (4.00) have a value above the average e-service quality variable of 3.95.

Keywords: *Evaluation, E-Service Quality*

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