

ABSTRACT

The increase in internet users in Indonesia is increasing. In addition, the e-commerce sector in Indonesia continues to experience growth. JD.ID ranks 6 on Indonesia's e-commerce map in 2018 in the third quarter, while JD.ID is a subsidiary of JD.com which is the largest online retail company in Asia. JD.ID is a pioneer in presenting the first buying experience center based on the first AI (Artificial Intelligence) technology in Indonesia.

This study aims to determine the effect of website quality on the JD.ID website which includes system quality, information quality, and electronic service quality on the perceived value of consumer relations that will affect online loyalty.

Data collection was done through online questionnaires containing 44 items to 387 JD.ID users in Indonesia. The sampling technique in this study used purposive sampling method with data analysis techniques using PLS (Partial Least Structural) analysis.

The results showed that information quality and electronic service quality had a positive effect on perceived value of consumer relations. However, the quality of the system has no positive effect on the perceived value of consumer relations. In addition, the perceived value of consumer relations has a positive effect on online loyalty.

The quality of information and the quality of electronic services in shopping websites must be increased to increase the perceived value of consumer relations, because the quality of information and the quality of electronic services have positive influential results. The quality of the system must also be improved, to minimize user disappointment with the performance of the shopping website system.

Keyword: e-service quality, information quality, online loyalty, perceived value of the consumer relationship, system quality, website quality