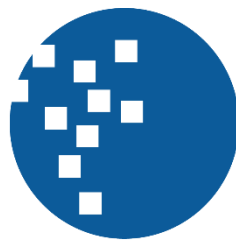


**ANALYSIS OF FACTORS AFFECTING E-LOYALTY IN
ONLINE MEDIA
CASE STUDIES TRIBUNKALTIM.CO**



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THESIS

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FACULTY OF BUSINESS

UNIVERSITAS MULTIMEDIA NUSANTARA

TANGERANG

2022

**ANALYSIS OF FACTORS AFFECTING E-LOYALTY IN
ONLINE MEDIA**

CASE STUDIES TRIBUN KALTIM.CO



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THESIS

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Submitted as Final Project to

Obtain Master's Degree in Management (M.M.)

In the Master's Program in Technology Management

ADE MAYASANTO

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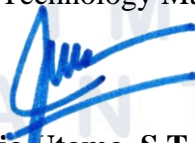
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FOREWORD

Raise be to God almighty for the blessing and grace, for the completion of the writing of this thesis with the title; "Analysis of Factors Affecting E-Loyalty in Online Media. Case Studies Tribun Kaltim.co." The author realizes that the preparation of this thesis is inseparable from guidance, encouragement, and assistance from various parties.

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Hopefully, this scientific work contributes as a source of information and inspiration for others.

Tangerang, 21 March 2022



(Ade Mayasanto)

ANALISA FAKTOR-FAKTOR PEMBENTUK E-LOYALTY DI MEDIA ONLINE

STUDI KASUS TRIBUN KALTIM.CO

(Ade Mayasanto)

ABSTRAK

Media online di Indonesia terus berkembang. Pertumbuhan media online ini sejalan dengan jumlah pengguna internet pada awal tahun 2021 yang mencapai 202,6 juta orang. Di sisi lain, saat ini jumlah media online mencapai 43 ribu website. Jumlah media online tersebut membuat persaingan memperebutkan trafik pembaca semakin kompetitif. Sementara kunci keberhasilan memenangkan persaingan dalam bisnis terletak pada kemampuan perusahaan dalam menciptakan keunggulan kompetitif. Keunggulan bersaing akan membentuk loyalitas pelanggan dan membuka kesempatan untuk melakukan perluasan pasar. Penelitian ini bertujuan untuk melihat bagaimana loyalitas pembaca di media online terbentuk sehingga bisa bersaing secara kompetitif. Jenis penelitian ini adalah eksplanatori dengan pendekatan kuantitatif dan wawancara dengan para pemangku kepentingan. Variabel pada penelitian ini terdiri dari *e-loyalty*, *e-satisfaction*, *e-trust*, *security/privacy*, *fulfillment*, *social commerces*, *website design* dan *customer service*. Teknik pengambilan sampel yang digunakan adalah *nonprobability sampling technique berupa judgemental dan snowball sampling*, dengan metode pengumpulan data melalui kuesioner secara online kepada 201 responden sesuai dengan kriteria populasi. Pengolahan data menggunakan SmartPls. Hasil penelitian menunjukkan korelasi positif dan pengaruh signifikan dari *e-trust* dan *e-satisfaction* pada *e-loyalty* di media online. Korelasi positif dan pengaruh signifikan itu tidak dapat dipisahkan dari *fulfillment* dan desain situs web online. Sementara *social commerces* dan *security/privacy* menunjukkan tidak mempengaruhi *e-trust* dan *e-satisfaction*. Implikasi praktis dari manajemen penelitian ini adalah untuk meningkatkan *e-trust*, *e-satisfaction*, dan *e-loyalty* pelanggan media online. Studi ini memiliki beberapa keterbatasan karena hanya mengkaji aspek pembentukan *e-loyalty* di media online TribunKaltim.co.

Keywords: *e-loyalty*, *e-satisfaction*, *e-trust*, *media online*, *social commerces*

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ANALYSIS OF FACTORS AFFECTING E-LOYALTY IN ONLINE MEDIA

CASE STUDIES TRIBUN KALTIM.CO

(Ade Mayasanto)

ABSTRACT

Online media in Indonesia continues to grow. The growth of online media is in line with the number of internet users at the beginning of 2021, which reached 202.6 million people. On the other hand, currently, online media reaches 43 thousand websites. The amount of online media makes the competition for reader traffic more competitive. While the key to successfully winning a competition in business lies in the company's ability to create a competitive advantage. Competitive advantage will shape customer loyalty and open up opportunities to expand the market. This research aims to see how reader loyalty in online media is formed so that it can compete competitively. This type of research is explanatory with a quantitative approach and interviews with stakeholders. Variables in this study consisted of e-loyalty, e-satisfaction, e-trust, security/privacy, fulfillment, social commerces, website design and customer service. The sampling technique used is a nonprobability sampling technique in the form of judgemental and snowball sampling, with the method of collecting data through online questionnaires to 201 respondents in accordance with population criteria. Data processing using SmartPls. The results showed a positive correlation and significant influence of e-trust and e-satisfaction on e-loyalty in online media. That positive correlation and significant influence cannot be separated from fulfillment and online website design. While social commerces and security/privacy showed it did not affect e-trust and e-satisfaction. The practical implication of this research management is to increase e-trust, e-satisfaction, and e-loyalty of online media customers. This study has some limitations because it only examines aspects of e-loyalty formation in the online media TribunKaltim.co.

Keywords: e-loyalty, e-satisfaction, e-trust, online media, social commerces

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