



**Research on the relationship between E-commerce service quality and
Customer satisfaction repurchases Intention under covid-19
Taking C-trip as an example**

THESIS

**Submitted as one of the requirements to obtain
Magister: Sarjana Administrasi Bisnis (S.A.B.)**

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FACULTY OF Business Administration STUDY PROGRAM

CIKARANG

October, 2023

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Research on the relationship between E-commerce service quality and Customer satisfaction repurchases Intention under covid-19

Taking C-trip as an example

By:

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A Skripsi presented to the

Faculty of Business President University

In partial fulfillment of the requirements for

Bachelor Degree in Business Administration

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Abstract

Purpose-Objective the purpose of this study is to confirms the changes in consumer behavior observed by China's tourism and hotel industry during the 2019 coronavirus disease, and to preliminarily understand and evaluate the impact of covid-19 on consumer behavior by using the influencing factors and considerations of consumers' use frequency and travel intention during the covid-19 period.

Design/ Methodology/ Approach- A questionnaire with 19 questions was used in this quantitative analysis. 200 respondents who used Ctrip in varied degrees during COVID-19 received the questionnaire. Age, gender, occupation, and monthly disposable income are the different categories of demographic characteristics. Conduct a preliminary analysis to glean information on patterns and practices of behavior and to determine any probable dominating causes. The dependability of the data was further confirmed using statistical analysis, and the validity test was used to examine the affecting elements. Structural equation modeling was used to verify this theory.

Finding- The results indicate that customer behavior, including consumer Satisfaction and usage frequency, is significantly affected by the COVID-19

impact. The research can examine the fundamental ideas that guide present-day consumer choices in the travel and tourism industries and assess the significance of variables that are only thought to be marginally or insignificantly connected to customer behavior. This provides a concise summary of the state of consumer quality in China's tourist sector, which is useful for future study.

Originality/Value-In the age of COVID-19, this study focuses on Seller's service attitude impacts business and how it influences customer behavior. This could serve as a foundation for further studies. After the outbreak, it may be extremely helpful as a model for China's tourism and hospitality sectors to comprehend consumer behavior, assisting pertinent marketplaces, businesses, and institutions in understanding the objectives and concerns of tourists.

Key words: consumer willing, services quality, consumer satisfaction, Repurchase frequency , Ctrip, Covid-19