

ABSTRAK

PHILIA FEBRIASARI. NIM 2020116030. Pengaruh E-Service Quality Terhadap E-Customer Loyalty Shopee Indonesia. Dibawah bimbingan Ibu Kania Ratnasari, ST, MIB.

Berdasarkan survei yang telah dilakukan oleh iPrice Q2 2022, Peta e-commerce Indonesia menunjukkan bahwa Shopee menempati urutan pertama dalam peringkat AppStore dan PlayStore. Menunjukkan bahwa e-commerce shopee menjadi populer karena memiliki banyak pengikut di Instagram dan mengikuti urutan pertama. Yayasan Lembaga Konsumen Indonesia (YLKI) menerima pengaduan dari pelanggan pada tahun 2011, ada 93% atau 8.949 pengaduan berasal dari e-commerce, dan shopee menerima 4.444 pengaduan dari pelanggan sebesar 14,7%. Penelitian ini bertujuan untuk mengetahui hasil dari analisis tanggapan responden mengenai e-service quality shopee Indonesia, kepuasan pelanggan, dan pengaruh e-service quality shopee terhadap e-customer loyalty. Penelitian ini menggunakan metode deskriptif kuantitatif. Sampel dalam penelitian ini berjumlah 100 responden dengan menggunakan teknik non-probability sampling dengan jenis purposive sampling. Metode pengumpulan data yang digunakan adalah kuesioner melalui google form dan skala yang digunakan adalah skala likert. Analisis data yang digunakan adalah analisis deskriptif,

analisis linear sederhana, uji hipotesis (uji t) dan koefisien determinasi.

Berdasarkan hasil penelitian dapat disimpulkan bahwa pengaruh e-service quality memiliki pengaruh positif dan signifikan terhadap tanggapan responden shopee Indonesia, kepuasan pelanggan memiliki pengaruh positif dan signifikan terhadap e-customer loyalty shopee Indonesia, serta e-service quality memiliki pengaruh positif dan signifikan terhadap e-customer loyalty secara simultan. Besarnya pengaruh e-service quality dan e-customer loyalty sebanyak 57,9% dan dalam penelitian selanjutnya, perlu untuk menjelajahi faktor-faktor yang menyumbang 42,1% dari variasi yang tidak dijelaskan oleh e-service quality dan e-customer loyalty.

Kata Kunci : E-Service Quality, E-Customer Loyalty, Kepuasan Pelanggan

ABSTRACTS

PHILIA FEBRIASARI. NIM 2020116030. The Effect of E-Service Quality on Shopee Indonesia's E-Customer Loyalty. Under the guidance of Mrs. Kania Ratnasari, ST, MIB.

Based on a survey conducted by iPrice Q2 2022, Indonesia's e-commerce map shows that Shopee ranks first in the AppStore and PlayStore rankings. Shows that shopee e-commerce became popular because it has a lot of followers on Instagram and follows the first order. The Indonesian Consumer Foundation (YLKI)

received complaints from customers in 2011, there were 93% or 8,949 complaints from e-commerce, and shopee received 4,444 complaints from customers amounting to 14.7%. This study aims to determine the results of the analysis of respondents' responses regarding shopee Indonesia's e-service quality, customer satisfaction, and the influence of shopee's e-service quality on e-customer loyalty. This study used quantitative descriptive method. The sample in this study amounted to 100 respondents using non-probability sampling techniques with purposive sampling types. The data collection method used is a questionnaire through google form and the scale used is the Likert scale. The data analysis used is descriptive analysis, simple linear analysis, hypothesis test (t test) and coefficient of determination. Based on the results of the study, it can be concluded that the influence of e-service quality has a positive and significant influence on the responses of shopee Indonesia respondents, customer satisfaction has a positive and significant influence on shopee Indonesia's e-customer loyalty, and e-service quality has a positive and significant influence on e-customer loyalty simultaneously. The magnitude of the influence of e-service quality and e-customer loyalty was 57.9% and in future research, it is necessary to explore the factors that account for 42.1% of the variation not explained by e-service quality and e-customer loyalty.

Keywords : E-Service Quality,E-Customer Loyalty,Customer Satisfaction