

ABSTRAK

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ANALISIS PENGARUH FAKTOR-FAKTOR YANG MEMPENGARUHI USEFULNESS, USER SATISFACTION DAN CUSTOMER LOYALTY DARI PELANGGAN ZALORA DI SURABAYA

(xv + 161 halaman; 12 gambar; 54 tabel; 3 lampiran)

Pertumbuhan industri E-commerce Indonesia sangatlah pesat karena beberapa hal, seperti kondisi ekonomi masyarakat kelas menengah ke atas dan adanya pergeseran pola penggunaan. Dapat dikatakan bahwa ZALORA adalah salah satu E-commerce terbesar yang ada di indonesia.

Model ini dikembangkan dalam rangka penelitian *Customer Loyalty* pengguna ZALORA di Surabaya. Model penelitian ini dibentuk hubungan pengaruh antara *Customer Loyalty* dan *Usefulness* terhadap *User Satisfaction* dimana variabel *User Satisfaction* dipengaruhi oleh variabel *System Quality*, *Information Quality*, *Service Quality*, *Process Quality*, dan *Collaboration Quality*. Berdasarkan perumusan masalah penelitian yaitu apakah faktor-faktor yang mempengaruhi *Customer Loyalty* pengguna ZALORA di Surabaya dengan penelitian ini diharapkan dapat menjawab pertanyaan penelitian yaitu: Apakah *System Quality*, *Information Quality*, *Service Quality*, *Process Quality*, *Collaboration Quality*, *Usefulness*, *User Satisfaction*, mempengaruhi *Customer Loyalty*.

Berdasarkan gambaran umum responden, maka diketahui bahwa sebagian besar jenis kelamin pengguna ZALORA di Surabaya sebanyak 59.3% atau 59% responden adalah pria, dan usia pengguna produk ZALORA di Surabaya sebanyak 100% responden adalah usia 18-35 tahun.

Dari ketigabelas hipotesis yang diteliti, semua hipotesis diterima. Variabel pertama yaitu *usefulness* berpengaruh signifikan terhadap *customer loyalty*. Karena kualitas barang yang dijual di ZALORA membuat kepercayaan pelanggan meningkat. Hipotesis ini didukung dengan uji t dimana signifikansi dengan nilai 0.002 (dibawah 0.05) yang menunjukkan bahwa hipotesis ini diterima. Chaudhuri dan Holbrook (2001) mengemukakan bahwa *usefulness* mempunyai pengaruh yang signifikan terhadap *customer loyalty*. Dari hasil penelitian diperoleh bahwa yang diberikan sangatlah memadai dan sesuai dengan keinginan konsumen, kemudian lewat dari hal itulah *customer loyalty* dari konsumen untuk dapat menggunakan ZALORA.

Kata Kunci: *System Quality, Information Quality, Service Quality, Process Quality, Collaboration Quality, Usefulness, User Satisfaction* dan *Customer loyalty*.

ABSTRACT

The growth of the Indonesian E-commerce industry is very fast due to several things, such as the economic conditions of the upper middle class and the shift in usage patterns. It can be said that ZALORA is one of the largest E-commerce in Indonesia.

This model was developed in order to research ZALORA Customer Loyalty users in Surabaya. This research model is formed the influence relationship between Customer Loyalty and Usefulness on User Satisfaction where the User Satisfaction variable is influenced by the variables System Quality, Information Quality, Service Quality, Process Quality, and Collaboration Quality. Based on the formulation of research problems, namely whether the factors that affect Customer Loyalty of ZALORA users in Surabaya with this research are expected to be able to answer research questions, namely: Does System Quality, Information Quality, Service Quality, Process Quality, Collaboration Quality, Usefulness, User Satisfaction, affect Customer Loyalty.

Based on the general description of the respondents, it is known that most of the sexes of ZALORA users in Surabaya are 59.3% or 59% of respondents are male, and 100% of ZALORA users in Surabaya are aged 18-35 years.

Of the thirteen hypotheses studied, all hypotheses were accepted. The first variable, which is usefulness, has a significant effect on customer loyalty. Because the quality of goods sold at ZALORA increases customer trust. This hypothesis is supported by the t test where the significance is 0.002 (below 0.05) which indicates that this hypothesis is accepted. Chaudhuri and Holbrook (2001) suggest that

usefulness has a significant effect on customer loyalty. From the research results, it is found that what is given is very adequate and in accordance with the wishes of the consumers, then through this the customer loyalty from consumers to be able to use ZALORA.

Keywords: *System Quality, Information Quality, Service Quality, Process Quality, Collaboration Quality, Usefulness, User Satisfaction and Customer loyalty.*

