

ABSTRAK

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ANALISIS PENGARUH *DESIGN APPLICATION*, *PRIVACY*, DAN *FULFILLMENT* TERHADAP *CUSTOMER LOYALTY* MELALUI *PERCEIVED VALUE*, *CUSTOMER SATISFACTION* DAN *CUSTOMER TRUST* PADA PELANGGAN APLIKASI SHOPEE DI SURABAYA

(xvi + 150 halaman : 18 gambar, 45 tabel, 5 lampiran)

Perkembangan teknologi informasi maupun komunikasi sangat berpengaruh pada perubahan di berbagai bidang, seperti sosial, ekonomi, politik dan budaya. serta gaya hidup masyarakat dari pola konsumsinya. Kemajuan teknologi diiringi dengan tersedianya banyak *e-commerce* yang salah satunya menyediakan layanan maupun ruang bagi masyarakat dalam jual-beli barang via online. Salah satu *e-commerce* yang diketahui oleh banyak orang yakni Shopee. Shopee merupakan wadah belanja online yang focus pada platform mobile sehingga memudahkan dalam berbelanja maupun berjualan langsung di ponselnya.

Disusunnya penelitian ini demi mengetahui pengaruh hubungan antara *Design Application*, *Privacy*, dan *Fulfillment* terhadap *Customer Loyalty* melalui *Perceived Value*, *Customer Satisfaction* dan *Customer Trust* pada pelanggan Shopee di Surabaya. Penelitian ini diharapkan bermanfaat dalam menambah khasanah ilmu pengetahuan di bidang manajemen khususnya seberapa besar pengaruh *Perceived Value*, *Customer Satisfaction* dan *Customer Trust* terhadap *Customer Loyalty* sehingga banyak orang lebih memilih berbelanja di aplikasi Shopee.

Penelitian ini merupakan penelitian kausal. Metode yang digunakan yakni metode kuantitatif dengan pengolahan data menggunakan AMOS 22.0. pengumpulan data dilakukan dengan penyebaran kuesioner kepada 131 responden dengan karakteristik responden pria dan wanita yang berumur 18 – 60 tahun, yang pernah berbelanja di aplikasi Shopee dalam jangka waktu kurang dari 2 bulan terakhir.

Hasil penelitian menunjukkan bahwa *Design Application* berpengaruh signifikan terhadap *Perceived Value* dengan koefisien regresi sebesar 0.496; *Privacy* berpengaruh signifikan terhadap *Perceived Value* dengan koefisien regresi sebesar 0.405; *Fulfillment* berpengaruh signifikan terhadap *Perceived Value* dengan koefisien regresi sebesar 0.553; *Perceived Value* berpengaruh signifikan terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0.846; *Perceived Value* berpengaruh signifikan terhadap *Customer Trust* dengan koefisien regresi sebesar 0.649; *Customer Satisfaction* berpengaruh signifikan terhadap *Customer Loyalty* dengan koefisien regresi sebesar 0.549; *Customer Trust* berpengaruh tidak signifikan terhadap *Customer Loyalty* dengan koefisien regresi sebesar 0.214.

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ABSTRACT

The development of information and communication technology has greatly influenced changes in various fields, such as social, economic, political and cultural, as well as people's lifestyle from their consumption patterns. Technological advances are accompanied by the availability of many e-commerce sites, one of which provides services and space for people to buy and sell goods online. One of the e-commerce sites that many people know is Shopee. Shopee is an online shopping platform that focuses on mobile platforms making it easier to shop and sell directly on their cellphones.

This research is compiled to determine the effect of the relationship between Design Application, Privacy, and Fulfillment on Customer Loyalty through Perceived Value, Customer Satisfaction and Customer Trust on Shopee customers in Surabaya. This research is expected to be useful in adding to the knowledge in the field of management, especially how much influence Perceived Value, Customer Satisfaction and Customer Trust have on Customer Loyalty so that many people prefer to shop on the Shopee application.

This research is a causal research. The method used is a quantitative method with data processing using AMOS 22.0. Data collection was carried out by distributing questionnaires to 131 respondents with the characteristics of male and female respondents aged 18-60 years, who had shopped on the Shopee application in less than the last 2 months.

The results showed that the Design Application has a significant effect on Perceived Value with a regression coefficient of 0.496; Privacy has a significant effect on Perceived Value with a regression coefficient of 0.405; Fulfillment has a significant effect on Perceived Value with a regression coefficient of 0.553; Perceived Value has a significant effect on Customer Satisfaction with a regression coefficient of 0.846; Perceived Value has a significant effect on Customer Trust with a regression coefficient of 0.649; Customer Satisfaction has a significant effect on Customer Loyalty with a regression coefficient of 0.549; Customer Trust has no significant effect on Customer Loyalty with a regression coefficient of 0.214

Key words: Design Application, Privacy, Fulfillment, Perceived Value, Customer Satisfaction, Customer Trust dan Customer Loyalty