

## ABSTRAK

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**ANALISIS PENGARUH *EFFICIENCY, ORDER MANAGEMENT, CUSTOMER SERVICE, PERSONALIZATION, TRUST, PRODUCT DESCRIPTION, PRODUCT PRESENTATION, ENTERTAINMENT VALUE, DAN APPLICATION APPEARANCE* TERHADAP *E-SATISFACTION* DALAM MEMBENTUK *E-LOYALTY* PADA PELANGGAN SHOPEE DI SURABAYA**

(xvii + 198: 20 gambar; 45 tabel; 4 lampiran)

Perkembangan pesat yang terjadi pada sektor *e-commerce* menciptakan peluang bagi perusahaan *e-commerce* di Indonesia. Hal ini didorong oleh perubahan seperti perilaku konsumtif masyarakat yang ingin berbelanja secara *online* karena adanya kemudahan dalam bertransaksi dan memilih produk pada *e-commerce*. Salah satu perusahaan *e-commerce* dari luar negeri yang melakukan *Foreign Direct Indonesia (FDI)* dan paling diminati adalah Shopee. Shopee pertama kali dikenalkan kepada publik pada tahun 2015 dan pertama kali hadir di Negara Singapura. Shopee telah sukses dan berkembang di negara Indonesia, Thailand, Malaysia, Vietnam, Taiwan, dan Filipina.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Efficiency, Order Management, Customer Service, Personalization, Trust, Product Description, Product Presentation, Entertainment Value, dan Application Appearance* terhadap *E-Satisfaction* dan *E-Satisfaction* dalam membentuk *E-Loyalty* pada pelanggan Shopee Surabaya. Manfaat yang diharapkan dari penelitian ini adalah memberikan kontribusi pada pengembangan teori dan penelitian pemasaran, serta bermanfaat bagi Shopee dalam menelaah pengaruh variabel *Efficiency, Order Management, Customer Service, Personalization, Trust, Product Description, Product Presentation, Entertainment Value, dan Application Appearance* terhadap *E-Satisfaction* dan *E-Satisfaction* dalam membentuk *E-Loyalty*.

Penelitian ini merupakan penelitian dengan metode kuantitatif dengan pengolahan data menggunakan SPSS 22.0. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 165 responden dengan karakteristik responden pria dan wanita berumur 18-60 tahun, berdomisili di Surabaya, mempunyai aplikasi Shopee, pernah melakukan pembelian dan konsumsi minimal 3 kali dalam kurun waktu 6 bulan terakhir di Shopee, pernah berinteraksi dengan *Customer Service* Shopee, pernah menggunakan *voucher* Shopee, pernah mengakses *flash sale* Shopee, pernah mengakses *Shopee Live*, dan pernah memainkan *Shopee games*.

Hasil penelitian menunjukkan bahwa variabel yang memiliki pengaruh terbesar adalah *E-Satisfaction* terhadap variabel *E-Loyalty* sebesar 0,497; kemudian variabel yang memiliki pengaruh terbesar kedua adalah variabel *Order Management* terhadap variabel *E-Satisfaction* sebesar 0,214; terbesar ketiga variabel *Application Appearance* terhadap variabel *E-Satisfaction* sebesar 0,180; terbesar keempat *Efficiency* terhadap variabel *E-Satisfaction* yang memiliki pengaruh sebesar 0,165, terbesar kelima variabel *Product Description* terhadap variabel *E-Satisfaction* sebesar 0,155, terbesar keenam variabel *Customer Service* terhadap variabel *E-Satisfaction* sebesar 0,152; terbesar ketujuh variabel *Personalization* terhadap variabel *E-Satisfaction* sebesar 0,118; terbesar kedelapan variabel *Trust* terhadap variabel *E-Satisfaction* sebesar 0,039, terbesar kesembilan variabel *Entertainment Value* terhadap variabel *E-Satisfaction* sebesar 0,038, dan terbesar kesepuluh variabel *Product Presentation* terhadap variabel *E-Satisfaction* sebesar 0,007.

Referensi : 202 (1973-2020)

**Kata Kunci:** *Efficiency, Order Management, Customer Service, Personalization, Trust, Product Description, Product Presentation, Entertainment Value, Application Appearance, E-Satisfaction, dan E-Loyalty*

## **ABSTRACT**

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**ANALISIS PENGARUH EFFICIENCY, ORDER MANAGEMENT, CUSTOMER SERVICE, PERSONALIZATION, TRUST, PRODUCT DESCRIPTION, PRODUCT PRESENTATION, ENTERTAINMENT VALUE, DAN APPLICATION APPEARANCE TERHADAP E-SATISFACTION DALAM MEMBENTUK E-LOYALTY PADA PELANGGAN SHOPEE DI SURABAYA**

(xvii + 195: 20 pictures; 45 tables; 4 attachments)

*The rapid development that occurs in the e-commerce sector creates opportunities for e-commerce companies in Indonesia. This is driven by changes such as the consumptive behavior of people who want to shop online because of the ease in making transactions and choosing products in e-commerce. One of the e-commerce companies from abroad that conducts Foreign Direct Indonesia (FDI) and is the most popular is Shopee. Shopee was first introduced to the public in 2015 and was first present in Singapore. Shopee has been successful and growing in Indonesia, Thailand, Malaysia, Vietnam, Taiwan and the Philippines.*

*This study aims to determine how the influence of Efficiency, Order Management, Customer Service, Personalization, Trust, Product Description, Product Presentation, Entertainment Value, and Application Appearance on E-Satisfaction and E-Satisfaction in forming E-Loyalty to Shopee Surabaya customers. The expected benefit from this research is to contribute to the development of marketing research and theory, and is useful for Shopee in examining the influence of the variables Efficiency, Order Management, Customer Service, Personalization, Trust, Product Description, Product Presentation, Entertainment Value, and Application Appearance on E-Satisfaction and E-Satisfaction in forming E-Loyalty.*

*This research is a research with quantitative methods with data processing using SPSS 22.0. Data collection was carried out by distributing questionnaires to 165 respondents with the characteristics of male and female respondents aged 18-60 years, residing in Surabaya, having the Shopee application, having made purchases and consumption at least 3 times in the last 6 months at Shopee, never interacting with customers Shopee services, have used Shopee vouchers, have accessed Shopee flash sales, have accessed Shopee Live, and have played Shopee games.*

*The results showed that the variable that had the greatest influence is E-Satisfaction with the E-Loyalty variable of 0.497; then the variable that has the second biggest influence is the Order Management variable on the E-Satisfaction variable of 0.214; the third largest variable Application Appearance to the E-Satisfaction variable is 0.180; the fourth largest is Efficiency on the E-Satisfaction variable which had an influence of 0.165, the fifth largest is the Product Description variable for the E-Satisfaction variable at 0.155, the sixth largest for the Customer Service variable for the E-Satisfaction variable is 0.152; the seventh largest variable Personalization to the E-Satisfaction variable is 0.118; the eighth largest Trust variable for the E-Satisfaction variable is 0.039, the largest of the nine Entertainment Value variables for the E-Satisfaction variable is 0.038, and the ten largest for the Product Presentation variable for the E-Satisfaction variable is 0.007.*

References : 202 (1973-2020)

**Keywords: Efficiency, Order Management, Customer Service, Personalization, Trust, Product Description, Product Presentation, Entertainment Value, Application Appearance, E-Satisfaction, dan E-Loyalty**