

ABSTRAK

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ANALISIS PENGARUH *AESTHETIC PERFORMANCE*, *FUNCTIONAL PERFORMANCE*, *HEDONIC SATISFACTION*, *UTILITARIAN SATISFACTION* TERHADAP *CUSTOMER LOYALTY* MELALUI *OVERALL SATISFACTION* PADA PELANGGAN APLIKASI HAPPYFRESH DI SURABAYA

(xx + 368 halaman: 37 gambar, 101 tabel; 4 lampiran)

Perkembangan dari *e-commerce* di Indonesia kian meningkat setiap tahunnya. Hal ini juga turut memberikan dampak dimana persaingan dalam industri *e-commerce* menjadi semakin ketat setiap tahunnya. Dengan meningkatnya persaingan ini maka perusahaan yang bergerak dalam industri *e-commerce* haruslah menjaga serta mempertahankan loyalitas pelanggan baik bagi para pelanggan baru maupun pelanggan lama.

Penelitian ini merupakan penelitian yang bersifat kausal dengan menggunakan metode kuantitatif dan diolah dengan bantuan program statistik yaitu SPSS versi 22.0. Pengumpulan data dilakukan dengan penyebaran kuesioner menggunakan teknik *snowball sampling* kepada 152 responden dengan karakteristik responden yang telah ditentukan.

Dalam penelitian ini terdapat 17 hipotesis diantaranya 11 hipotesis diterima dan enam hipotesis ditolak. Hipotesis yang diterima adalah *Consultation and Advice* berpengaruh signifikan terhadap *Functional Performance*, *Specific Information* berpengaruh signifikan terhadap *Functional Performance*, *Caretaking and Safekeeping* berpengaruh signifikan terhadap *Functional Performance*, *Billing* berpengaruh signifikan terhadap *Functional Performance*, *Atmospheric Cues* berpengaruh signifikan terhadap *Aesthetic Performance*, *Media Vividness* berpengaruh signifikan terhadap *Aesthetic Performance*, *Functional Performance* berpengaruh signifikan terhadap *Utilitarian Satisfaction*, *Aesthetic Performance* berpengaruh signifikan terhadap *Hedonic Satisfaction*, *Utilitarian Satisfaction* berpengaruh signifikan terhadap *Overall Satisfaction*, *Hedonic Satisfaction* berpengaruh signifikan terhadap *Overall Satisfaction*, dan *Overall Satisfaction* berpengaruh signifikan terhadap *Customer Loyalty*. Hipotesis yang ditolak adalah *General Information* berpengaruh signifikan terhadap *Functional Performance*, *Order Taking* berpengaruh signifikan terhadap *Functional Performance*, *Payment* berpengaruh signifikan terhadap *Functional Performance*, *Handling Exceptions* berpengaruh signifikan terhadap *Functional Performance*, *Hospitality* berpengaruh signifikan terhadap *Functional Performance*, dan *Social Presence* berpengaruh signifikan terhadap *Aesthetic Performance*.

Referensi: 208 (1976-2021)

ABSTRACT

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ANALYSIS OF AESTHETIC PERFORMANCE, FUNCTIONAL PERFORMANCE, HEDONIC SATISFACTION, UTILITARIAN SATISFACTION TOWARDS CUSTOMER LOYALTY THROUGH OVERALL SATISFACTION ON HAPPYFRESH APPLICATION CUSTOMER IN SURABAYA

(xx + 368 pages: 37 pictures, 101 tables; 4 attachments)

The development of e-commerce in Indonesia is increasing every year. This also has an impact where competition in the e-commerce industry is getting tougher every year. With this increasing competition, companies engaged in the e-commerce industry must maintain and maintain customer loyalty both for new customers and old customers.

This research is causal research using quantitative methods and processed with the help of a statistical program, namely SPSS version 22.0. Data was collected by distributing questionnaires using the snowball sampling technique to 152 respondents with predetermined respondent characteristics.

In this study, there are 17 hypotheses including 11 accepted hypotheses and six rejected hypotheses. The accepted hypothesis is that Consultation and Advice has a significant effect on Functional Performance, Specific Information has a significant effect on Functional Performance, Caretaking and Safekeeping has a significant effect on Functional Performance, Billing has a significant effect on Functional Performance, Atmospheric Cues has a significant effect on Aesthetic Performance, Media Vividness has a significant effect on Aesthetic Performance, Functional Performance has a significant effect on Utilitarian Satisfaction, Aesthetic Performance has a significant effect on Hedonic Satisfaction, Utilitarian Satisfaction has a significant effect on Overall Satisfaction, Hedonic Satisfaction has a significant effect on Overall Satisfaction, and Overall Satisfaction has a significant effect on Customer Loyalty. The rejected hypothesis is that General Information has a significant effect on Functional Performance, Order Taking has a significant effect on Functional Performance, Payment has a significant effect on Functional Performance, Handling Exceptions has a significant effect on Functional Performance, Hospitality has a significant effect on Functional Performance, and Social Presence has a significant effect on Aesthetic Performance.

References: 208 (1976-2021)