

Pengaruh *Website Functionality*, *Perceived Usability*, dan *Perceived Usefulness* terhadap *Customer Satisfaction* pada Lazada Indonesia

Nama : Antonius Emeraldo

Jurusan/Program Studi : Manajemen

Pembimbing : Indarini & Andhy Setyawan

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *website functionality*, *perceived usability*, dan *perceived usefulness* terhadap *customer satisfaction* pada Lazada Indonesia. Penelitian ini menggunakan pendekatan *purposive sampling*, dimana sampel adalah responden yang pernah melakukan transaksi pembelian di Lazada dalam waktu 6 bulan terakhir, pernah menerima manfaat promosi dari Lazada, pernah mengamati berbagai bentuk promosi dari Lazada, pernah melakukan COD, berdomisili di Surabaya, berusia 18 tahun ke atas, dan berpendidikan minimal SMA atau sederajat. Responden dalam penelitian ini berjumlah 150 orang yang terdiri dari 55 responden berjenis kelamin laki-laki dan 95 responden yang berjenis kelamin perempuan. Analisis yang digunakan dalam penelitian ini menggunakan model SEM (*Structural Equation Modeling*) melalui software AMOS 22 *for windows* untuk melakukan pengujian *measurement model* dan *structural model*. Hasil penelitian ini menunjukkan bahwa *website functionality* memiliki pengaruh positif terhadap *customer satisfaction* Lazada. *Perceived Usability* tidak memiliki pengaruh terhadap *customer satisfaction* Lazada. *Perceived Usefulness* tidak memiliki pengaruh terhadap *customer satisfaction* Lazada.

Kata kunci: *Website Functionality*, *Perceived Usability*, *Perceived Usefulness*, *Customer Satisfaction*

***Impact of Website Functionality, Perceived Usability, and Perceived Usefulness
Towards Customer Satisfaction at Lazada Indonesia***

Name : Antonius Emeraldo

Dicipline/Study Programme : Management

Contributor : Indarini & Andhy Setyawan

ABSTRACT

This study aimed to examine the effect of website functionality, perceived usability, and perceived usefulness to customer satisfaction on customer in Lazada Indonesia. This study used purposive sampling approach, in which sample of respondents are those who had made a purchase transaction in Lazada in last 6 months, had received promotional benefits from Lazada, had observed any promotions from Lazada, had done COD, domicile of Surabaya, 18 years above and have a minimum education of high school or equivalent. Respondent in this study amounted to 150 people which consist of 55 male responden and 95 female respondent. Analysis used in this study is SEM (Structural Equation Modeling) with software called AMOS 22 for windows to test the measurement and structural model. The result of this study showed that website functionality has positive influence to customer satisfaction of Lazada. Perceived Usability has no influence to customer satisfaction of Lazada. Perceived Usefulness has no influence to customer satisfaction of Lazada.

Keywords: Website Functionality, Perceived Usability, Perceived Usefulness, Customer Satisfaction