

PENGARUH *E-SERVICE QUALITY* DAN *CUSTOMER SATISFACTION* TERHADAP *CUSTOMER LOYALTY* PADA *E-COMMERCE SHOPEE* DI SURABAYA

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ABSTRAK

Tujuan dari penelitian ini adalah menguji pengaruh *E-Service Quality* terhadap *Customer Satisfaction* dan *Customer Loyalty* pada *E-Commerce* Shopee Di Surabaya. Populasi yang digunakan dalam penelitian ini yaitu pelanggan yang sering berbelanja di Shopee, khususnya pelanggan di Surabaya. Karakter populasi yang ditentukan adalah pelanggan atau responden yang sering berbelanja di Shopee minimal 2x dalam 1 bulan. Teknik pengambilan sampel yang digunakan oleh penelitian ini yaitu *purposive sampling*. Variabel yang digunakan dalam penelitian ini adalah *E-Service Quality* (*Efficiency, Fulfillment, System Availability, Privacy*), *Customer Satisfaction*, dan *Customer Loyalty*. Hasil penelitian ini menunjukkan bahwa *E-Service Quality* memiliki hubungan yang signifikan dan positif terhadap *Customer Satisfaction* dan *Customer Loyalty*. Dan *Customer Satisfaction* memiliki hubungan positif dan signifikan terhadap *Customer Loyalty*.

Kata kunci : *E-Service Quality, Customer Satisfaction, Customer Loyalty*.

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ABSTRACT

The purpose of this study was to examine the effect of E-Service Quality on Customer Satisfaction and Customer Loyalty on Shopee E-Commerce in Surabaya. The population used in this study is customers who often shop at Shopee, especially customers in Surabaya. The population characteristics determined are customers or respondents who often shop at Shopee at least 2x in 1 month. The sampling technique used by this research is purposive sampling. The variables used in this study are E-Service Quality (Efficiency, Fulfillment, System Availability, Privacy), Customer Satisfaction, and Customer Loyalty. The results of this study indicate that E-Service Quality has a significant and positive relationship to Customer Satisfaction and Customer Loyalty. And Customer Satisfaction has a significant and positive relationship to Customer Loyalty.

Keywords : E-Service Quality, Customer Satisfaction, Customer Loyalty.