

PENGARUH *CUSTOMER-PERCEIVED PRODUCT ASSORTMENT*  
DAN *ORDER FULFILLMENT* TERHADAP *SHOPPING*  
*EFFICIENCY* KONSUMEN SHOPEE INDONESIA

Rosaline Benefiola Joanly  
Manajemen Jejaring Bisnis  
Pembimbing:  
Antonius Budhiman  
Veny Megawati

**INTISARI**

Penelitian ini bertujuan untuk menguji pengaruh *customer-perceived product assortment* dan *order fulfillment* terhadap *shopping assistance* dan *shopping efficiency* konsumen Shopee Indonesia. Jenis penelitian yang digunakan adalah *basic research*. Sumber data yang digunakan adalah data primer yang diperoleh dengan menyebarkan kuesioner secara *online* kepada 200 responden wanita. Data dianalisis menggunakan metode *Structure Equation Modeling (SEM)* dengan program *Statistical Package for Social Sciences (SPSS) 25* dan *software Analisis of Moment Structures (AMOS 22)*. Hasil penelitian ini menunjukkan bahwa *shopping assistance* berpengaruh positif dan signifikan terhadap *shopping efficiency*, *order fulfillment* berpengaruh positif dan signifikan terhadap *shopping assistance*, *customer-perceived product assortment* berpengaruh positif dan signifikan terhadap *shopping assistance*, *customer-perceived product assortment* berpengaruh positif dan signifikan terhadap *order fulfillment*, serta hubungan antara *perceived product assortment performance* dan *shopping assistance* dimediasi oleh *order fulfillment* pada Shopee Indonesia.

**Kata Kunci:** *product assortment, order fulfillment, shopping assistance, shopping efficiency*

*THE IMPACT OF CUSTOMER-PERCEIVED PRODUCT ASSORTMENT AND  
ORDER FULFILLMENT ON SHOPPING EFFICIENCY  
IN SHOPEE INDONESIA*

Rosaline Benefiola Joanly  
*Business Networking Management*  
Contributor:  
Antonius Budhiman  
Veny Megawati

**ABSTRACT**

*The purpose of this paper is to examine the effect of customer-perceived product assortment and order fulfillment on shopping assistance and shopping efficiency of Shopee consumers in Indonesia. The type of research used is basic research. The data source used is primary data obtained by distributing questionnaires online to 200 female respondents. Data were analyzed using the Structure Equation Modeling (SEM) method with the Statistical Package for Social Sciences (SPSS) 25 program and the Analysis of Moment Structures (AMOS 22) software. The results of this study indicate that shopping assistance has a positive and significant effect on shopping efficiency, order fulfillment has a positive and significant effect on shopping assistance, customer-perceived product assortment has a positive and significant effect on shopping assistance, customer-perceived product assortment has a positive and significant effect on order fulfillment, and the relationship between perceived product assessment performance and shopping assistance is mediated by order fulfillment at Shopee Indonesia.*

**Keyword:** *product assortment, order fulfillment, shopping assistance, shopping efficiency*