

*THE EFFECT OF ONLINE SHOPPING CONVENIENCE ON CUSTOMER
SATISFACTION AND ELECTRONIC WORD OF MOUTH ON SHOPEE
APPLICATION USERS IN INDONESIA*

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ABSTRACT

Shopee is one of the e-commerce companies that dominate the Indonesian market today. The Shopee application is very much used by the public to buy various needs for a product and service online. This study aims to analyze the effect of Online Shopping Convenience on Satisfaction and E-wom among users of the Shopee application in Indonesia. This research includes causal research using 11 variables, namely Online Convenience, Access Convenience, Search Convenience, Evaluation Convenience, Attentiveness Convenience, Transaction Convenience, Possession Convenience, Post-Possession Convenience, Online Customer Satisfaction, Behavior Intention, and E-wom. Respondents used in this study amounted to 290 people. The analysis in this study uses SEM (Structural Equation Modeling) with SPSS 25 software and SmartPLS 3.0 software. The results showed that Access, Search, Evaluation, Attentiveness, Transaction, Possession, Post-Possession had a positive and significant effect on Online Convenience, Online Convenience had a positive and significant impact on Online Customer Satisfaction, Online Customer Satisfaction had a positive and significant impact on Behavior Intentions, and Online Customer Satisfaction has a positive and significant effect on E-wom.

Keywords: Convenience, Customer Satisfaction, Behavior Intentions, E-wom.

PENGARUH *ONLINE SHOPPING CONVENIENCE* TERHADAP *CUSTOMER SATISFACTION* DAN *ELECTRONIC WORD OF MOUTH* PADA PENGGUNA APLIKASI SHOPEE DI INDONESIA

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ABSTRAK

Shopee menjadi salah satu *e-commerce* yang mendominasi pasar Indonesia saat ini. Aplikasi Shopee sangat dimanfaatkan oleh masyarakat untuk membeli berbagai kebutuhan akan suatu produk dan jasa secara *online*. Penelitian ini bertujuan untuk menganalisis pengaruh *Online Shopping Convenience* terhadap *Satisfaction* dan *E-wom* pada pengguna aplikasi Shopee di Indonesia. Penelitian ini termasuk *causal research* dengan menggunakan 11 variabel yaitu *Online Convenience*, *Access Convenience*, *Search Convenience*, *Evaluation Convenience*, *Attentiveness Convenience*, *Transaction Convenience*, *Possession Convenience*, *Post-Possession Convenience*, *Online Customer Satisfaction*, *Behavior Intention*, dan *E-wom*. Responden yang digunakan dalam penelitian ini berjumlah 290 orang. Analisis dalam penelitian ini menggunakan SEM (*Structural Equation Modeling*) dengan *software* SPSS 25 dan *software* SmartPLS 3.0. Hasil penelitian menunjukkan bahwa *Access*, *Search*, *Evaluation*, *Attentiveness*, *Transaction*, *Possession*, *Post-Possession* berpengaruh positif dan signifikan terhadap *Online Convenience*, *Online Convenience* berpengaruh positif dan signifikan terhadap *Online Customer Satisfaction*, *Online Customer Satisfaction* berpengaruh positif dan signifikan terhadap *Behavior Intentions*, dan *Online Customer Satisfaction* berpengaruh positif dan signifikan terhadap *E-wom*.

Kata Kunci: *Convenience*, *Customer Satisfaction*, *Behavior Intentions*, *E-wom*