PENGARUH *SECURITY, INFORMATION AVAILABILITY, SHIPPING, QUALITY, PRICING, TIME* TERHADAP *CUSTOMER SATISFACTION* PADA PELANGGAN TOKO *ONLINE* ZALORA DI WILAYAH SURABAYA

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ABSTRAK

Tujuan dari penulisan ini adalah untuk mengetahui pengaruh *security, information availability, shipping, quality, pricing, time,* terhadap *customer satisfaction.*

Dalam penelitian ini, jenis penelitian yang akan digunakan dalam penelitian ini adalah jenis penelitian kuantitatif, dimana dalam penelitian ini akan mengumpulkan data-data dari penyebaran kuisioner, dengan target pelanggan Zalora yang terdapat di wilayah kota Surabaya. Dalam penelitian ini digunakan penyebaran kuisioner dengan menggunakan 150 responden, didalam kuisioner tersebut akan mencakup semua variabel-variabel yang ada didalam penelitian ini serta akan diolah menggunakan PLS.

Hasil dari penelitian ini adalah *security* berpengaruh terhadap *customer satisfaction, information availability* berpengaruh terhadap *customer satisfaction, shipping* berpengaruh terhadap *customer satisfaction, quality* berpengaruh terhadap *customer satisfaction, pricing* berpengaruh terhadap *customer satisfaction* dan *time berpengaruh* terhadap *customer satisfaction.*

Kata Kunci : *security, information availability, shipping, quality, pricing, time, customer satisfaction.*

THE EFFECT OF SECURITY, INFORMATION AVAILABILITY, SHIPPING, QUALITY, PRICING, TIME ON CUSTOMER SATISFACTION ON ONLINE STORE ZALORA CUSTOMERS IN SURABAYA AREA

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ABSTRACT

This research aims to find out the influence to determine the effect of security, information availability, shipping, quality, pricing, time, on customer satisfaction.

In this study, the type of research that will be used in this study is a type of quantitative research, which in this study will collect data from questionnaires, targeting Zalora customers in the city of Surabaya. In this study, the distribution of questionnaires was used using 150 respondents, in the questionnaire will cover all the variables in this study and will be processed using PLS.

The results of this study are that security has an effect on customer satisfaction, information availability has an effect on customer satisfaction, shipping has an effect on customer satisfaction, quality has an effect on customer satisfaction, pricing has an effect on customer satisfaction and time has an effect on customer satisfaction.

Keywords: *security, information availability, shipping, quality, pricing, time, customer satisfaction.*