

PENGARUH FAKTOR-FAKTOR BELANJA *ONLINE* TERHADAP
CUSTOMER SATISFACTION PADA PENGGUNA SHOPEE DI INDONESIA

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh faktor-faktor belanja *online* terhadap *customer satisfaction* pada pengguna Shopee di Indonesia. Penelitian ini memiliki tujuh dimensi dari variabel konstruktif *Security*, *Information Availability*, *Shipping*, *Quality*, *Pricing*, *Time* dan *Customer Satisfaction*. Penelitian ini merupakan *basic research* yang termasuk dalam jenis *causal research*. Teknik pengambilan sampel yang digunakan daalm penelitian ini yaitu *non-probability sampling* dengan metode *purpose sampling*. Pengolahan data penelitian menggunakan *software SmartPls 4*. Hasil penelitian menunjukkan bahwa masing-masing variabel *Security*, *Information Availability*, *Quality*, dan *Time* berpengaruh signifikan terhadap *Customer Satisfaction*, tetapi *Shipping* dan *Pricing* tidak berpengaruh terhadap *Customer Satisfaction*.

Kata kunci: *Customer Satisfaction, E-commerce, Online Shopping*

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ABSTRACT

This research aims to analyze the influence of online shopping factors on customer satisfaction of Shopee users in Indonesia. This research has seven dimensions of constructive variables Security, Information Availability, Shipping, Quality, Pricing, Time and Customer Satisfaction. This research is a basic research that is included in the type of causal research. The sampling technique used in this research is non-probability sampling with the purpose sampling method. Data processing of the research used SmartPls 4 software. The results of the research showed that each variable Security, Information Availability, Quality, and Time has a significant effect on Customer Satisfaction, but Shipping and Pricing has no affect Customer Satisfaction.

Keywords: *Customer Satisfaction, E-commerce, Online Shopping*