

**PENGARUH KUALITAS LAYANAN E-LOGISTIK TERHADAP  
CUSTOMER SATISFACTION DAN CUSTOMER LOYALTY SHOPEE  
PADA GEN Z DI SURABAYA**

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**ABSTRAK**

Dalam persaingan e-commerce yang semakin ketat di Indonesia, kualitas layanan e-logistik menjadi faktor penting karena sangat menentukan pengalaman pelanggan pada tahap setelah pembelian, khususnya proses pengiriman. Penelitian ini menganalisis pengaruh dimensi kualitas layanan e-logistik Shopee meliputi *delivery time, availability, information quality, product quality and condition, reverse logistics, customer care, shipping cost, dan payment method* terhadap *customer satisfaction* dan *customer loyalty*, serta menguji peran mediasi *customer satisfaction*. Data dikumpulkan melalui kuesioner online dari Generasi Z di Surabaya yang menggunakan Shopee, kemudian dianalisis menggunakan *Structural Equation Modeling (SEM)* berbasis PLS dengan software SmartPLS 4. Hasil penelitian menunjukkan bahwa *delivery time, information quality, product quality and condition, customer care, dan shipping cost* berpengaruh positif signifikan terhadap *customer satisfaction*. Sementara itu, *delivery time, information quality, customer care, shipping cost, dan payment method* berpengaruh positif signifikan terhadap *customer loyalty*. Variabel *availability* dan *reverse logistics* tidak berpengaruh signifikan terhadap *customer satisfaction* maupun *customer loyalty*. Selain itu, *customer satisfaction* terbukti berpengaruh positif signifikan terhadap *customer loyalty*. Temuan ini mengindikasikan bahwa peningkatan *customer loyalty* Gen Z pengguna Shopee di Surabaya perlu diprioritaskan melalui ketepatan waktu pengiriman, kualitas informasi, layanan pelanggan, serta strategi biaya pengiriman yang kompetitif, karena aspek-aspek tersebut paling konsisten mendorong *customer satisfaction* dan *customer loyalty*.

**Kata kunci:** Kualitas layanan e-logistik, *Customer satisfaction*, *Customer loyalty*, Shopee

***THE EFFECT OF E-LOGISTICS SERVICE QUALITY ON CUSTOMER  
SATISFACTION AND SHOPEE CUSTOMER LOYALTY AMONG GEN Z IN  
SURABAYA***

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***ABSTRACT***

*In Indonesia's increasingly intense e-commerce competition, e-logistics service quality has become an important factor because it strongly determines the customer experience in the post-purchase stage, especially during the delivery process. This study analyzes the effects of Shopee's e-logistics service quality dimensions delivery time, availability, information quality, product quality and condition, reverse logistics, customer care, shipping cost, and payment method on customer satisfaction and customer loyalty, and examines the mediating role of customer satisfaction. Data were collected through an online questionnaire from Generation Z consumers in Surabaya who use Shopee, and then analyzed using Partial Least Squares (PLS)-based Structural Equation Modeling (SEM) with SmartPLS 4 software. The results show that delivery time, information quality, product quality and condition, customer care, and shipping cost have a significant positive effect on customer satisfaction. Meanwhile, delivery time, information quality, customer care, shipping cost, and payment method have a significant positive effect on customer loyalty. The variables availability and reverse logistics do not have a significant effect on either customer satisfaction or customer loyalty. In addition, customer satisfaction is proven to have a significant positive effect on customer loyalty. These findings indicate that improving the loyalty of Generation Z Shopee users in Surabaya should be prioritized through delivery timeliness, information quality, customer service, and competitive shipping cost strategies, as these aspects most consistently drive satisfaction and loyalty.*

***Keywords:*** *E-logistics service quality, Customer satisfaction, Customer loyalty, Shopee*