

PENGARUH *MARKETING LOGISTICS* TERHADAP
CUSTOMER BEHAVIOUR
PADA PENGGUNA *E-COMMERCE* SHOPEE DI INDONESIA

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ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh *delivery speed*, *product condition*, *trucking facility*, dan *product availability* terhadap *customer satisfaction*, *repurchase intention*, *customer loyalty*, dan *word of mouth* pada pengguna *e-commerce* Shopee di Indonesia. Penelitian ini menggunakan pendekatan kuantitatif dengan menyebarkan kuesioner secara daring kepada 200 responden yang pernah berbelanja menggunakan platform Shopee. Data diolah menggunakan aplikasi SmartPLS 3. Hasil penelitian menunjukkan bahwa *customer satisfaction* berpengaruh positif terhadap *delivery speed*, *product condition*, dan *trucking facility*. Selain itu, *repurchase intention*, *customer loyalty*, dan *word of mouth* juga berpengaruh positif terhadap *customer satisfaction*. Namun, tidak terdapat pengaruh signifikan antara *product availability* terhadap *customer satisfaction*.

Kata Kunci: Marketing Logistics, Customer Satisfaction, Repurchase Intention, Customer Loyalty, Word Of Mouth

*THE INFLUENCE OF LOGISTIC MARKETING ON
CUSTOMER BEHAVIOR
ON SHOPEE E-COMMERCE USERS IN INDONESIA*

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ABSTRACT

The purpose of this study was to determine the effect of delivery speed, product condition, trucking facility, and product availability on customer satisfaction, repurchase intention, customer loyalty, and word of mouth among Shopee e-commerce users in Indonesia. This study used a quantitative approach by distributing online questionnaires to 200 respondents who had shopped on the Shopee platform. Data was processed using the SmartPLS 3 application. The results showed that customer satisfaction had a positive effect on delivery speed, product condition, and trucking facility. Furthermore, repurchase intention, customer loyalty, and word of mouth also had a positive effect on customer satisfaction. However, there was no significant effect between product availability and customer satisfaction.

Keywords: Marketing Logistics, Customer Satisfaction, Repurchase Intention, Customer Loyalty, Word Of Mouth