ABSTRACT

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"THE ROLE OF LOGISTIC INFORMATION TECHNOLOGY ON THE LOGISTIC RELATIONSHIP AND LOGISTIC SERVICE QUALITY ON TOKOPEDIA"

In the current era, all work or non-work activities have been influenced by the use of technology, especially in terms of meeting needs in society. With the technology that continues to develop, there are more benefits and opportunities that can be used to increase efficiency and effectiveness at work. The technology continues to develop, it certainly encourages new market opportunities in the E-commerce sector such as Tokopedia. With all the conveniences with the availability of online shopping services, of course E-commerce companies want to provide the best service that can be provided to every consumers. The development of existing technology has been used to provide practical services for all Indonesian people today.

Data collection carried out in this study were users of online shopping services, especially Tokopedia users. The collection was done by distributing questionnaires to 250 samples of Tokopedia users in the area of UPH Karawaci students. At the end of this study it was found that all variables were validated and reliable, but there were several variables that had a supportive / not supportive and significantly/ not significantly influence, but there were also variables that had a strong and negative influence on logistic service quality. However, all variables still influence the dependent variable well. So companies must focus on developing data mining.

Pada era sekarang ini, segala aktivitas kerja maupun non-kerja telah banyak dipengaruhi oleh pemanfaatan teknologi, terutama dalam hal pemenuhan kebutuhan di masyarakat. Teknologi yang terus berkembang, semakin banyak manfaat dan peluang yang dapat digunakan untuk meningkatkan efisiensi dan efektifitas dalam bekerja. Teknologi yang terus berkembang tentunya mendorong peluang pasar baru di sektor E-commerce seperti Tokopedia. Dengan segala kemudahan dengan tersedianya layanan belanja online, tentunya perusahaan E-commerce ingin memberikan layanan terbaik yang bisa diberikan kepada setiap pelanggan. Perkembangan teknologi yang ada dimanfaatkan untuk memberikan pelayanan praktis bagi seluruh masyarakat Indonesia saat ini.

Pengumpulan data yang dilakukan dalam penelitian ini adalah para pengguna layanan belanja online khususnya pengguna Tokopedia. Pengumpulan dilakukan dengan menyebarkan kuesioner kepada 250 sampel pengguna Tokopedia di lingkungan mahasiswa UPH Karawaci. Pada akhir penelitian ini ditemukan bahwa semua variabel tervalidasi dan reliabel, akan tetapi ada beberapa variabel yang mempunyai pengaruh mendukung / tidak mendukung dan signifikan / tidak signifikan, tetapi ada juga variabel yang mempunyai pengaruh kuat dan negatif terhadap logistik kualitas layanan. Namun semua variabel masih mempengaruhi variabel dependen dengan baik. Maka perusahaan harus fokus dalam pengembangan data mining.

Keywords: Logistic Relationship; Technology; Logistic Service Quality