

## ABSTRAK

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### **ANALISIS FAKTOR – FAKTOR YANG MEMPENGARUHI WORD OF MOUTH, CONTINUANCE COMMITMENT, DAN CUSTOMER SATISFACTION PADA PENGGUNA APLIKASI SHOPEE DI SURABAYA** (xvii + 151 halaman: 21 gambar; 4 lampiran)

*E-commerce* adalah segala transaksi jual beli yang dilakukan secara *online* atau melalui internet. Era globalisasi sudah semakin berkembang terutama bagian teknologi informasi. Masyarakat saat ini lebih mudah melakukan kegiatan jual beli barang dengan terciptanya industri *e-commerce* berjenis *marketplace*. Salah satu aplikasi *marketplace* yang sering digunakan adalah *Shopee*.

Penelitian ini memiliki tujuan untuk mengetahui pengaruh penting *Performance Expectancy* terhadap *Customer Satisfaction* pengguna aplikasi *Shopee* di Surabaya, mengetahui pengaruh penting *Effort Expectancy* terhadap *Customer Customer Satisfaction* pengguna Aplikasi *Shopee* di Surabaya, mengetahui pengaruh penting *Social Influence* terhadap *Customer Customer Satisfaction* pengguna Aplikasi *Shopee* di Surabaya, mengetahui pengaruh penting *Hedonic Motivation* terhadap *Customer Customer Satisfaction* pengguna Aplikasi *Shopee* di Surabaya, mengetahui pengaruh penting *Price Value* terhadap *Customer Customer Satisfaction* pengguna Aplikasi *Shopee* di Surabaya, mengetahui pengaruh penting *Customer Customer Satisfaction* terhadap *Continuance commitment* pengguna Aplikasi *Shopee* di Surabaya, dan mengetahui pengaruh penting *Continuance commitment* terhadap *Word of Mouth* pengguna Aplikasi *Shopee* di Surabaya. Penelitian ini diharapkan dapat berguna dan memperkaya kajian ilmu manajemen yang berkaitan dengan *Performance Expectancy*, *Effort Expectancy*, *Social Influence*, *Hedonic Motivation*, *Price Value*, *Customer Customer Satisfaction*, *Continuance commitment*, dan *Word of Mouth*.

Penelitian ini bersifat kausal dengan menggunakan pengolahan data yaitu *SPSS 22.0*. Data yang dikumpulkan melalui penyebaran kuesioner terhadap 135 responden dengan karakteristik pria dan Wanita berumur 18-60 tahun, berdomisili di Surabaya, dan memiliki aplikasi *Shopee* dalam kurun waktu 6 bulan terakhir. Pada penelitian ini hasil menunjukkan bahwa secara signifikan *performance expectancy* mempengaruhi *customer satisfaction*, *hedonic motivation* mempengaruhi *customer satisfaction*, *effort expectancy* mempengaruhi *customer satisfaction*, *price value* mempengaruhi *customer satisfaction*, *social influence* mempengaruhi *customer satisfaction*, *customer satisfaction* mempengaruhi *continuance commitment*, dan *continuance commitment* mempengaruhi *word of mouth*.

Referensi 36(2009-2020).

## **ABSTRACT**

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### **ANALYSIS OF FACTORS THAT INFLUENCE WORD OF MOUTH, CONTINUANCE COMMITMENT, AND CUSTOMER SATISFACTION ON SHOPEE APPLICATION USERS IN SURABAYA**

*(xvii + 151 pages: 21 images; 4 attachments)*

*E-commerce is all buying and selling transactions carried out online or via the internet. The era of globalization has been growing, especially in the information technology sector. Today's society is easier to carry out buying and selling activities with the creation of an e-commerce marketplace type industry. One of the frequently used marketplace applications is Shopee. Shopee is a commercial electronic website headquartered in Singapore.*

*This study aims to determine the significant effect of Performance Expectancy on Customer Satisfaction of Shopee application users in Surabaya, to find out the important influence of Effort Expectancy to Customer Customer Satisfaction of Shopee Application users in Surabaya, to determine the important influence of Social Influence to Customer Customer Satisfaction of Shopee Application users in Surabaya, to find out The important influence of Hedonic Motivation on Customer Customer Satisfaction of Shopee Application users in Surabaya, knowing the important influence of Price Value on Customer Customer Satisfaction of Shopee Application users in Surabaya, knowing the important influence of Customer Customer Satisfaction on Continuance commitment of Shopee Application users in Surabaya, and knowing the important influence of Continuance commitment on Word Of Mouth for Shopee Application users in Surabaya. This research is expected to be useful and enrich the study of management science related to Performance Expectancy, Effort Expectancy, Social Influence, Hedonic Motivation, Price Value, Customer Customer Satisfaction, Continuance commitment, and Word of Mouth.*

*This research is causal by using data processing, namely SPSS 22.0. Data collected through questionnaires to 135 respondents with male and female characteristics aged 18-60 years, domiciled in Surabaya, and has the Shopee application within the last 6 months. In this study, the results show that performance expectancy significantly affects customer satisfaction, hedonic motivation affects customer satisfaction, effort expectancy affects customer satisfaction, price value affects customer satisfaction, social influence affects customer customer satisfaction, customer satisfaction affects continuance commitment, and continuance commitment affects word of mouth. Mouth.*

*Reference 36(2009-2020).*