

ABSTRAK

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“PENGARUH KUALITAS PRODUK, HARGA, DAN KUALITAS PELAYANAN TERHADAP LOYALITAS PELANGGAN DI APLIKASI SAYURBOX SELAMA PANDEMI COVID-19”

Munculnya *platform e-commerce* sebagai media untuk membeli kebutuhan sehari-hari semakin memudahkan pelanggan dalam berbelanja, khususnya selama masa Pandemi Covid-19 ini. Aplikasi Sayurbox muncul untuk memudahkan pelanggan dalam membeli kebutuhan sehari-hari, dimana beberapa produk disalurkan langsung dari petani sehingga produk yang diterima pelanggan berkualitas baik. Penelitian ini bertujuan untuk melihat pengaruh kualitas produk, harga, dan kualitas pelayanan di Aplikasi Sayurbox selama pandemi covid-19. Penelitian ini menggunakan pendekatan kuantitatif dimana pengumpulan data dilakukan dengan cara menyebarkan kuisioner kepada responden secara *online* di sekitar Jabodetabek. Data responden yang sesuai kriteria yang digunakan dalam penelitian ini sebanyak 172 dan diolah dengan menggunakan *software* SmartPLS 3.0. Hasil dari penelitian ini adalah semua variabel x berpengaruh positif terhadap variabel y . Kualitas produk berpengaruh positif terhadap loyalitas pelanggan, harga berpengaruh positif terhadap loyalitas pelanggan, dan kualitas pelayanan berpengaruh positif terhadap loyalitas pelanggan. Adanya penelitian ini bisa dijadikan acuan dalam melakukan penelitian selanjutnya sesuai dengan saran dan implikasi manajerial.

Kata kunci: Loyalitas pelanggan, kualitas produk, harga, kualitas pelayanan, Sayurbox, Covid-19

ABSTRACT

Era Bundana Damanik (01619200101)

“THE EFFECT OF PRODUCT QUALITY, PRICE, AND SERVICE QUALITY ON CUSTOMER LOYALTY IN THE SAYURBOX APPLICATION DURING THE COVID-19 PANDEMIC”

The emergence of e-commerce platforms as a medium to buy daily necessities makes it easier for customers to shop, especially during the Covid-19 Pandemic. The Sayurbox application appeared to make it easier for customers to buy daily necessities, where some products were distributed directly from farmers so that the products received by customers were of good quality. This study aims to see the influence of product quality, price, and service quality in the Sayurbox Application during the Covid-19 pandemic. This research uses a quantitative approach where data collection is carried out by distributing questionnaires to respondents online around Jabodetabek. Respondent data that met the criteria used in this study was 172 and processed using SmartPLS 3.0 software.

The result of this study is that all variables x have a positive effect on variable y. Product quality has a positive effect on customer loyalty, price has a positive effect on customer loyalty, and service quality has a positive effect on customer loyalty. The existence of this research can be used as a reference in conducting further research in accordance with suggestions and managerial implications.

Keywords: Customer loyalty, product quality, price, service quality, Sayurbox, Covid-19