

## ABSTRAK

Di era globalisasi saat ini semakin pesatnya perkembangan teknologi dan internet di Indonesia, telah memiliki dampak yang besar terhadap perubahan bisnis yaitu mulai dari cara ber-iklan, cara jual beli, cara berinteraksi antar manusia dan sebagainya. Tujuan dari penelitian ini adalah untuk mengetahui *pengaruh efficiency, customer service, trust, product quality, application appearance* terhadap *customer satisfaction* dan *customer loyalty* pelanggan aplikasi shopee supermarket di surabaya. Manfaat penelitian ini untuk dapat menggambarkan bahwa *customer loyalty* mempunyai pengaruh terhadap loyalitas merek dan dapat menjadi pertimbangan bagi Shopee Supermarket untuk menentukan strategi yang tepat. Seiring dengan pesatnya perkembangan teknologi yang terjadi sekarang ini, pelaku industri online shop juga turut memasuki pasar online untuk mempromosikan produk yang mereka jual. Kecanggihan teknologi yang kian berkembang kemudian melahirkan *e-commerce* yang menyediakan berbagai fasilitas dan pilihan produk maupun jasa sehingga membuat transaksi menjadi lebih mudah.

Penelitian ini ditunjukan untuk menganalisa pengaruh variabel *efficiency, customer service, trust, product quality, application appearance* terhadap *customer satisfaction* dan *customer loyalty* pelanggan aplikasi shopee supermarket di surabaya. Penelitian ini merupakan penelitian yang bersifat kausal dan juga menggunakan metode kuantitatif yaitu SPSS versi

22.0. Dan pengumpulan data dilakukan dengan menyebarkan kuesioner menggunakan teknik *snowball sampling* dan dibagikan kepada 105 orang baik kepada pria maupun wanita yang berusia 18-60 tahun dan tinggal di Manado dan yang telah menggunakan produk yang dibeli menggunakan aplikasi Shopee Supermarket di *smartphone* minimal 2 kali dalam 1 tahun terakhir dan pernah menghubungi *customer service* aplikasi shopee supermarket dalam 6 bulan terakhir.

Temuan penelitian ini menunjukkan bahwa *efficiency, customer service, trust, product quality* dan *application appearance* memiliki pengaruh yang signifikan terhadap *customer satisfaction*. *Customer satisfaction* terbukti berpengaruh signifikan terhadap *customer loyalty*.

**Kata Kunci:** *Efficiency, Customer Service, Trust, Product Quality, Application Appearances, Customer Satisfaction, Customer Loyalty*

## ABSTRACT

In the current era of globalization, the rapid development of technology and the internet in Indonesia has a major impact on business changes, starting from how to advertise, how to buy and sell, how to interact between humans and so on. The purpose of this study was to determine the effect of efficiency, customer service, trust, product quality, application appearance on customer satisfaction and customer loyalty to the aShopee Supermarket application customers in Surabaya. The benefit of this research is to illustrate that customer loyalty has an influence on brand loyalty and can be a consideration for Shopee Supermarket to determine the right strategy. Along with the rapid development of technology that is happening today, online shop industry players are also entering the online market to promote the products they sell. Technological sophistication that is increasingly developing then gives birth to e-commerce which provides various facilities and a choice of products and services so as to make transactions easier.

This research is intended to analyze the effect of efficiency, customer service, trust, product quality, application appearance on customer satisfaction and customer loyalty in the shopee supermarket application in Manado. This research is a causal research and also uses quantitative methods, namely SPSS version 22.0. And data collection was done by distributing questionnaires using snowball sampling technique and distributed to 225 people both men and women aged 18-60 years and living in Manado and who have used products purchased using the Shopee Supermarket application on smartphones at least 2 times in the last 1 year and have contacted customer service for the last 6 months.

The result showing that efficiency, customer service, trust, product quality, application appearance and external incentives influence on customer satisfaction. The customer satisfaction has influence on customer loyalty

**Keywords:** *Efficiency, Customer Service, Trust, Product Quality, Application Appearance, Customer Satisfaction, Customer Loyalty*