

ABSTRAK

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ANALISIS PENGARUH *APPLICATION DESIGN*, *CUSTOMER SERVICE*, *SECURITY/PRIVACY*, DAN *FULFILLMENT* TERHADAP *CUSTOMER LOYALTY* MELALUI *CUSTOMER SATISFACTION* DAN *CUSTOMER TRUST* SEBAGAI *INTERVENING VARIABLE* PADA PELANGGAN APLIKASI SHOPEE DI MEDAN, INDONESIA

(xviii + 258 halaman: 28 gambar, 46 tabel; 5 lampiran)

Perkembangan teknologi yang ditambah dengan pandemi telah mengakibatkan perubahan kegiatan manusia menjadi berbasis online, khususnya dalam belanja *online*. Objek penelitian pada penelitian ini adalah platform *e-commerce Shopee*. Penelitian ini dilakukan untuk mengetahui pengaruh *application design*, *customer service*, *security/privacy*, dan *fulfillment* terhadap *customer loyalty* dengan *customer satisfaction* dan *customer trust* sebagai *intervening variable* pada pelanggan *Shopee* di Medan, Indonesia.

Pendekatan yang digunakan dalam penelitian ini adalah pendekatan kuantitatif dengan metode penelitian kausal-komparatif. Teknik pengumpulan data yang digunakan adalah dengan membagikan kuesioner melalui teknik *snowball sampling (non-probability sampling method)* dengan skala *Likert* berbasis 5 poin. Penelitian ini dilakukan pada 275 responden dengan karakteristik pria dan wanita, usia minimal 18 tahun, berdomisili di Medan, dan pernah bertransaksi menggunakan aplikasi *Shopee* minimal dua kali dalam kurun waktu satu tahun terakhir.

Hasil penelitian dari analisis Structural Equation Model (SEM) dengan menggunakan *software AMOS version 22.0* menunjukkan bahwa variabel *application design* berpengaruh signifikan terhadap variabel *customer satisfaction*, variabel *application design* berpengaruh tidak signifikan terhadap variabel *customer trust*, variabel *customer service* berpengaruh tidak signifikan terhadap variabel *customer satisfaction*, variabel *customer service* berpengaruh signifikan terhadap variabel *customer trust*, variabel *security/privacy* berpengaruh tidak signifikan terhadap variabel *customer satisfaction*, variabel *security/privacy* berpengaruh signifikan terhadap variabel *customer trust*, variabel *fulfillment* berpengaruh signifikan terhadap variabel *customer satisfaction*, variabel *fulfillment* berpengaruh signifikan terhadap variabel *customer trust*, variabel *customer satisfaction* berpengaruh signifikan terhadap variabel *customer loyalty*, dan variabel *customer trust* berpengaruh signifikan terhadap variabel *customer loyalty*.

Kata kunci: Application Design, Customer Service, Security/Privacy, Fulfillment, Customer Trust, Customer Satisfaction, Customer Loyalty

Referensi: 184 (2001-2022).

ABSTRACT

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ANALYSIS OF THE INFLUENCE OF APPLICATION DESIGN, CUSTOMER SERVICE, SECURITY/PRIVACY, AND FULFILLMENT TOWARDS CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION AND CUSTOMER TRUST AS INTERVENING VARIABLE ON THE CUSTOMERS OF SHOPEE APPLICATION IN MEDAN, INDONESIA

(xviii + 258 pages: 28 figures, 46 tables; 5 attachments)

The technology development accompanied by the pandemic has shifted the human activity to online based, especially in online shopping. The research object is this study is an e-commerce platform, which is Shopee. This study is conducted to analyze the influence of application design, customer service, security/privacy, and fulfillment towards customer loyalty through customer satisfaction and customer trust as intervening variable on the customers of Shopee in Medan, Indonesia.

This study is conducted by adopting quantitative approach with causal-comparative research method. Questionnaires are used as the research instrument to collect data which implements snowball sampling (non-probability sampling method) with the basis of five-point Likert Scale. This study is conducted on 275 respondents with the characteristics of male and female, ranging from 18-60 by age, lives in Medan, and have conducted transaction using Shopee application at least twice in the past year.

The result of this study which is obtained from the Structural Equation Model (SEM) by AMOS software version 22.0 shows that application design has significant influence towards customer satisfaction, application design has no significant influence towards customer trust, customer service has no significant influence towards customer satisfaction, customer service has significant influence towards customer trust, security/privacy has no significant influence towards customer satisfaction, security/privacy has significant influence towards customer trust, fulfillment has significant influence towards customer satisfaction, fulfillment has significant influence towards customer trust, customer satisfaction has significant influence towards customer loyalty, and customer trust has significant influence towards customer loyalty.

Keywords: Application Design, Customer Service, Security/Privacy, Fulfillment, Customer Trust, Customer Satisfaction, Customer Loyalty

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