

## **ABSTRACT**

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### **THE INFLUENCE OF WEBSITE DESIGN, CUSTOMER SERVICE, SECURITY/PRIVACY, AND FULFILMENT TOWARDS CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION AT TOKOPEDIA USERS IN MEDAN**

(xviii+148 pages; 16 figures; 43 tables; 5 appendixes)

Tokopedia is the e-commerce with the highest number of online traffics in Indonesia. However, despite being the number one e-commerce in Indonesia, Tokopedia still received lots of complaints about their services. Therefore, it is essential for Tokopedia to analyse the factors that affect customer satisfaction and customer loyalty to survive the fierce competition within the industry.

The journals used as the previous research analysed the same variables as this study. However, the results vary from one another. Therefore, writer conduct this research with a different target audience to evaluate whether or not the results will change or stay the same.

In this research, writer will apply the quantitative research method and use descriptive statistics and causal research to explain the variables. The data collected from the questionnaire distributed will be processed by using Structural Equation Model (SEM) through AMOS 22.0. The sampling method used in this research is non-probability sampling, specifically purposive sampling technique, and there are a total of 125 respondents collected.

The result of this study has shown that Website Design, Security/Privacy, and Fulfilment have positive and significant influence towards Customer Satisfaction, Customer Service has positive but does not significantly influence Customer Satisfaction, and Customer Satisfaction has positive and significant influence towards Customer Loyalty at Tokopedia users in Medan.

To increase customer loyalty through customer satisfaction, Tokopedia should maximize their Security/Privacy since it is the variable with the highest significance value towards the Customer Satisfaction variable.

**Keywords: Website Design, Customer Service, Security/Privacy, Fulfilment, Customer Satisfaction, Customer Loyalty**

References: 54 (2002-2022)

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Tokopedia merupakan *e-commerce* dengan jumlah pengunjung online tertinggi di Indonesia. Namun, meski telah menjadi *e-commerce* nomor satu, Tokopedia masih menerima banyak keluhan tentang layanan mereka. Oleh karena itu, penting bagi Tokopedia untuk menganalisis faktor-faktor yang mempengaruhi kepuasan pelanggan dan loyalitas pelanggan untuk bertahan dalam persaingan yang ketat dalam industri.

Jurnal yang digunakan pada penelitian terdahulu meneliti variabel-variabel yang sama dengan penelitian ini, namun hasilnya berbeda. Oleh karena itu, penulis tertarik untuk menganalisis apakah hasilnya akan berubah atau tetap pada audiens yang berbeda.

Pada penelitian ini, penulis akan menggunakan metode penelitian kuantitatif, dan statistik deskriptif serta penelitian kausal untuk menjelaskan variabel-variabel yang diteliti. Data-data yang telah dikumpulkan dari kuesioner akan diolah menggunakan *Structural Equation Model* (SEM) dengan AMOS 22.0. Teknik *sampling* pada penelitian ini menggunakan *non-probability sampling*, yaitu teknik *purposive sampling*, dan total responden yang terkumpul ada 125 orang.

Hasil dari penelitian ini menunjukkan bahwa *Website Design*, *Security/Privacy*, dan *Fulfilment* berpengaruh signifikan dan positif terhadap Kepuasan Pelanggan, *Customer Service* berpengaruh positif tetapi tidak signifikan terhadap Kepuasan Pelanggan, dan Kepuasan Pelanggan berpengaruh signifikan dan positif terhadap Kesetiaan Pelanggan pada pengguna Tokopedia di Medan.

Untuk meningkatkan kesetiaan pelanggan melalui kepuasan pelanggan, Tokopedia disarankan untuk memaksimalkan *Security/Privacy* karena variabel tersebut memiliki pengaruh signifikan paling tinggi terhadap kepuasan pelanggan.

**Kata Kunci:** *Website Design, Customer Service, Security/Privacy, Fulfillment, Customer Satisfaction, Customer Loyalty*

Referensi: 54 (2002-2022)