

ABSTRAK

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ANALISIS PENGARUH *FULFILLMENT*, *RESPONSIVENESS*, *WEBSITE DESIGN*, *SECURITY* TERHADAP *LOYALTY* MELALUI *TRUST* DAN *SATISFACTION* PADA PELANGGAN CODASHOP DI SURABAYA

(halaman : gambar, tabel, lampiran)

Seiring dengan perkembangan teknologi dan globalisasi, membawa dampak yang besar bagi seluruh orang di dunia. Berkembangnya teknologi informasi yang kian cepat, menyebabkan peranan telekomunikasi menjadi sangat penting sebagai penunjang kemudahan dalam aktifitas Masyarakat. Salah satu dampak positif dari perkembangan teknologi adalah internet. Internet secara langsung memiliki pengaruh besar dalam perkembangan ilmu pengetahuan dan globalisasi dunia. PT Coda yang bergerak salah satunya Codashop sebagai industri digital, dimana Codashop menyediakan layanan aplikasi topup konten digital.

Penelitian ini ditunjukan untuk menganalisa pengaruh variabel *Fulfillment*, *Responsiveness*, *Website Design*, *Security*, *Trust*, *Satisfaction*, terhadap *Loyalty*. Dalam meningkatkan *Loyalty* yang positif maka sampel yang digunakan dalam penelitian ini yaitu pelanggan Codashop berusia 18- 60 tahun baik pria maupun wanita, berdomisili di Surabaya, Memiliki aplikasi Codashop, pernah melakukan transaksi di Codashop minimal 2 kali dalam dua bulan terakhir. Penelitian ini menggunakan 110 responden dan Amos 22.0 untuk mengolah data.

Hasil penelitian menunjukan diperoleh dukungan yang signifikan bahwa variabel *Fulfillment* tidak berpengaruh signifikan terhadap *Trust* dengan koefisien regresi sebesar 0.09; *Responsiveness* berpengaruh signifikan terhadap *Trust* dengan koefisien regresi sebesar 0.334; *Website Design* berpengaruh signifikan terhadap *Trust* dengan koefisien regresi sebesar 0.232; *Security* tidak berpengaruh signifikan terhadap *Trust* dengan koefisien regresi sebesar 0.213; *Fulfillment* tidak berpengaruh signifikan terhadap *Satisfaction* dengan koefisien regresi sebesar 0.168; *Responsiveness* berpengaruh signifikan terhadap *Satisfaction* dengan koefisien regresi sebesar 0.246, *Website Design* tidak berpengaruh signifikan terhadap *Satisfaction* dengan koefisien regresi sebesar 0.001; *Security* berpengaruh signifikan terhadap *Satisfaction* dengan koefisien regresi sebesar 0.432; *Trust* berpengaruh signifikan terhadap *Satisfaction* dengan koefisien regresi sebesar 0.401; *Satisfaction* berpengaruh signifikan terhadap *Loyalty* dengan koefisien regresi sebesar 0.418.

Kata Kunci: *Fulfillment*, *Responsiveness*, *Website Design*, *Security*, *Trust*, *Satisfaction*, dan *Loyalty*

ABSTRACT

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ANALYSIS OF THE EFFECT OF FULFILLMENT, RESPONSIVENESS,
WEBSITE DESIGN, SECURITY ON LOYALTY THROUGH TRUST AND
SATISFACTION ON CODASHOP CUSTOMERS IN SURABAYA

(pages: pictures, tables, attachments)

Along with the development of technology and globalization, it has a big impact on all people in the world. The increasingly rapid development of information technology has caused the role of telecommunications to become very important as supporting convenience in community activities. One of the positive impacts of technological developments is the internet. The internet directly has a big influence on the development of science and globalization of the world. One of PT Coda's activities is Codashop as a digital industry, where Codashop provides digital content topup application services.

This research was intended to analyze the influence of the variables Fulfillment, Responsiveness, Website Design, Security, Trust, Satisfaction, on Loyalty. In order to increase positive loyalty, the sample used in this research is Codashop customers aged 18-60 years, both men and women, domiciled in Surabaya, have the Codashop application, have made transactions at Codashop at least 2 times in the last two months. This research used 110 respondents and Amos 22.0 to process the data.

The research results show that significant support is obtained that the Fulfillment variable has no significant effect on Trust with a regression coefficient of 0.09; Responsiveness has a significant effect on Trust with a regression coefficient of 0.334; Website Design has a significant effect on Trust with a regression coefficient of 0.232; Security has no significant effect on Trust with a regression coefficient of 0.213; Fulfillment has no significant effect on Satisfaction with a regression coefficient of 0.168; Responsiveness has a significant effect on Satisfaction with a regression coefficient of 0.246, Website Design has no significant effect on Satisfaction with a regression coefficient of 0.001; Security has a significant effect on Satisfaction with a regression coefficient of 0.432; Trust has a significant effect on Satisfaction with a regression coefficient of 0.401; Satisfaction has a significant effect on Loyalty with a regression coefficient of 0.418.

Keywords: *Fulfillment, Responsiveness, Website Design, Security, Trust, Satisfaction, and Loyalty*