

ABSTRACT

ANGELLICA FERNANDA

03011200008

THE INFLUENCE OF APPLICATION DESIGN, CUSTOMER SERVICE, RELIABILITY, AND FULFILLMENT TOWARDS CUSTOMER SATISFACTION AND REPURCHASE INTENTION AT TOKOPEDIA IN MEDAN

(xvi+190 pages; 22 figures; 45 tables; 6 appendices)

It turns out that the world of business is not always badly impacted by the pandemic. The business actually had some major positive growth, which is the reason. Because of this, it's important for Tokopedia to keep increasing customer satisfaction levels in order to eventually increase repurchase intention from these customers. This study makes use of both primary and secondary data. Tokopedia customers in Medan were provided with questionnaires, and the data is assessed using validity and reliability tests. Snowball sampling, a non-probability sampling method, was employed in this study. SPSS 25.00 is used for data analysis, and tests for normality, heteroscedasticity, multicollinearity, and linearity are used to evaluate the research model. Additionally, the data were tested using coefficient of determination, multiple linear regression, and linear regression. F-test and T-test were then used to assess the hypothesis. This study also gives several recommendations according to the highest validity value for each variable, such as Tokopedia can use 360-degree product views to improve the visual portrayal of the product, providing multilingual customer service team members, optimize loading speed, and etc.

This study aims to assess which one between Application Design, Customer Service, Reliability, and Fulfillment has the highest influences on Customer satisfaction and Repurchase Intention among Tokopedia customers in Medan. The study has indicated that Application Design, Customer Service, and Reliability are having significant influence towards Customer Satisfaction of Tokopedia. Meanwhile, this study also has indicated that Fulfillment is not having significant influence towards Customer Satisfaction of Tokopedia. Also, Customer Satisfaction of Tokopedia is having significant influence towards Repurchase Intention of Tokopedia customers in Medan.

Keywords: Application Design, Customer Service, Reliability, Fulfillment, Customer Satisfaction, Repurchase Intention

References: 95 (2012-2023)

ABSTRAK

ANGELLICA FERNANDA

03011200008

**PENGARUH DESAIN APLIKASI, LAYANAN PELANGGAN,
RELIABILITAS, DAN PEMENUHAN TERHADAP
KEPUASAN PELANGGAN DAN NIAT MEMBELI ULANG PADA
TOKOPEDIA DI MEDAN**

(xvi+190 halaman; 22 gambar; 45 tabel; 6 lampiran)

Ternyata dunia usaha tidak selalu terkena dampak buruk dari pandemi ini. Bisnis ini sebenarnya mengalami pertumbuhan positif yang besar, itulah alasannya. Oleh karena itu, penting bagi Tokopedia untuk terus meningkatkan tingkat kepuasan pelanggan agar pada akhirnya meningkatkan minat beli ulang dari para pelanggan tersebut. Penelitian ini menggunakan data primer dan sekunder. Pelanggan Tokopedia di Medan diberikan kuesioner dan penilaian data dilakukan dengan uji validitas dan reliabilitas. Snowball sampling, metode pengambilan sampel non-probabilitas, digunakan dalam penelitian ini. SPSS 25.00 digunakan untuk analisis data, dan uji normalitas, heteroskedastisitas, multikolinearitas, dan linearitas digunakan untuk mengevaluasi model penelitian. Data diuji dengan menggunakan koefisien determinasi, regresi linier berganda, dan regresi linier. Uji F dan uji T kemudian digunakan untuk menilai hipotesis. Penelitian ini juga memberikan beberapa rekomendasi sesuai dengan nilai validitas tertinggi untuk setiap variabel, seperti Tokopedia dapat menggunakan tampilan produk 360 derajat untuk meningkatkan gambaran visual produk, menyediakan anggota tim layanan pelanggan multibahasa, dan lain-lain.

Penelitian ini bertujuan untuk menilai manakah antara Desain Aplikasi, Layanan Pelanggan, Reliabilitas, dan Pemenuhan yang mempunyai pengaruh paling tinggi terhadap Kepuasan Pelanggan dan Niat Membeli Ulang pada Tokopedia di Medan. Hasil penelitian menunjukkan bahwa Desain Aplikasi, Layanan Pelanggan, dan Keandalan mempunyai pengaruh yang signifikan terhadap Kepuasan Pelanggan Tokopedia. Sementara itu, penelitian ini juga menunjukkan bahwa Fulfillment tidak mempunyai pengaruh yang signifikan terhadap Kepuasan Pelanggan Tokopedia. Kepuasan Pelanggan Tokopedia juga mempunyai pengaruh yang signifikan terhadap Niat Beli Ulang Pelanggan Tokopedia di Medan.

Kata Kunci: Application Design, Customer Service, Reliability, Fulfillment, Customer Satisfaction, Repurchase Intention

Referensi: 95 (2012-2023)