

ABSTRAK

INVESTIGATE CUSTOMER LOYALTY IN THE E-COMMERCE INDUSTRY: SHOPEE

(xvi+ 69 halaman; 16 tabel; 23 gambar; 4 lampiran)

Industri e-commerce di Indonesia memiliki potensi yang besar sehingga menyebabkan banyaknya pemain e-commerce menciptakan pasar yang kompetitif. Penelitian ini bertujuan untuk menganalisa bagaimana loyalitas konsumen pada salah satu e-commerce ternama di Indonesia yaitu Shopee ditengah kompetitifnya persaingan yang ada. Penelitian ini menggunakan pendekatan kualitatif dengan mewawancarai 10 narasumber yang terdiri dari 7 narasumber setia terhadap Shopee dan 3 narasumber yang tidak setia. Hasil penelitian menunjukkan bahwa terdapat 8 variabel laten yang dapat berkontribusi terhadap loyalitas shopee yaitu promosi agresif, penetrasi harga, *perceived ease of use*, kepercayaan terhadap vendor, *live streaming content*, fungsi cicilan pembayaran *paylater*, batas waktu yang memicu *impulse buying* dan *membership*.

Referensi : 74 (2013-2023)

Kata Kunci: E-Commerce, Loyalitas Pelanggan, Kualitatif, Studi Kasus

ABSTRACT

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(xvi+ 69 pages; 16 tables; 23 figures; 4 appendices)

The e-commerce industry in Indonesia has great potential, causing many e-commerce players to create a competitive market. This research aims to analyze how consumer loyalty is to one of the well-known e-commerce sites in Indonesia, namely Shopee, amidst the existing competitive competition. This research used a qualitative approach by interviewing 10 sources consisting of 7 sources who were loyal to Shopee and 3 sources who were disloyal. The research results show that there are 8 latent variables that can contribute to Shopee loyalty, namely aggressive promotions, price penetration, perceived ease of use, trust in vendors, live streaming content, PayLater payment installment function, time limits that trigger impulse buying and membership.

References : 74 (2013-2023)

Keywords: E-Commerce, Customer Loyalty, Qualitative Research, Study Case