

ABSTRAK

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ANALISIS FAKTOR-FAKTOR *OVERALL SERVICE QUALITY* TERHADAP *REVISIT INTENTION* MELALUI *CUSTOMER* *SATISFACTION* PADA PENGGUNA APLIKASI SHOPEE DI MANADO

Perkembangan teknologi dan pengguna internet yang semakin maju banyak mengubah pola gaya hidup masyarakat Indonesia. Saat ini, penggunaan teknologi sudah menjadi bagian dalam kehidupan atau kegiatan sehari-hari di semua kalangan masyarakat. Dampak dari kemajuan teknologi mendukung ketersediaan berbagai *e-commerce* yang semakin banyak. Persaingan di antara kompetitor yang semakin ketat, perlu untuk dapat bersaing dan dapat bertahan. Untuk meningkatkan dan mempertahankan pengguna aplikasi yang semakin banyak tersebut perlu untuk melihat faktor yang mempengaruhinya.

Tujuan dari penelitian ini untuk menganalisa faktor-faktor *Overall Service Quality* seperti *web design, reliability, responsiveness, trust, personalization, perceived risk, perceived content control, content adequacy, content usefulness, web innovativeness, interactivity, ease of use, accessibility*, terhadap *Revisit Intention* melalui *Customer Satisfaction* pada Pengguna Aplikasi Shopee di Manado. Manfaat dari penelitian ini untuk pihak manajemen khususnya Shopee agar dapat meningkatkan strategi dengan melihat faktor-faktor *Overall Service Quality* sehingga dapat meningkatkan *revisit intention* melalui *customer satisfaction* sehingga dapat bersaing dan bertahan untuk kedepannya.

Pada penelitian ini bersifat kausal dengan menggunakan metode kuantitatif yang diolah menggunakan *software* AMOS 22.0. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 240 responden yaitu pengguna aplikasi Shopee di Manado. Teknik yang digunakan yaitu *Snowball Sampling*. Hasil penelitian menunjukkan bahwa variabel *Reliability, Responsiveness, Trust, Perceived Risk, Content Adequacy, Content Usefulness, Ease of Use, dan Accessibility* secara signifikan berpengaruh terhadap *Overall Service Quality*. Sedangkan variabel *web design, personalization, perceived content control, web innovativeness, dan interactivity* tidak secara signifikan berpengaruh terhadap *Overall Service Quality*. Hasil penelitian selanjutnya menunjukkan bahwa *Overall Service Quality* secara signifikan berpengaruh terhadap *Customer Satisfaction* dan *Customer Satisfaction* secara signifikan berpengaruh terhadap *Revisit Intention* pengguna aplikasi Shopee di Manado.

Kata Kunci: *web design, reliability, responsiveness, trust, personalization, perceived risk, perceived content control, content adequacy, content usefulness, web innovativeness, interactivity, ease of use, accessibility, overall service quality, customer satisfaction, revisit intention.*

ABSTRACT

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THE ANALYSIS OF OVERALL SERVICE QUALITY FACTORS ON REVISIT INTENTION THROUGH CUSTOMER SATISFACTION OF SHOPEE APPLICATION USERS IN MANADO

Technological developments and increasingly advanced internet users have changed the lifestyle patterns of Indonesian society. Currently, the use of technology has become part of daily life or activities in all levels of society. The impact of technological advances supports the availability of more and more e-commerce. Competition between competitors is increasingly fierce, it is necessary to be able to compete and survive. To increase and maintain the increasing number of application users, it is necessary to look at the factors that influence it.

The research aims to test the impact of Overall Service Quality factor's such as web design, reliability, responsiveness, trust, personalization, perceived risk, perceived content control, content adequacy, content usefulness, web innovativeness, interactivity, ease of use, accessibility on Revisit Intention through Customer Satisfaction for Shopee Application Users in Manado. The benefit of this research is for management, especially Shopee, so that they can improve their strategy by looking at Overall Service Quality factors so that they can increase revisit intention through customer satisfaction so they can compete and survive in the future.

This is a causal-based research by using quantitative methods which are processed using AMOS 22.0 software. Data collection was carried out by distributing questionnaires to 240 respondents, namely Shopee application users in Manado. The technique used is snowball sampling. The results of research show that the variables reliability, responsiveness, trust, perceived risk, content adequacy, content usefulness, ease of use, and accessibility significantly influence overall service quality. Meanwhile the variables web design, personalization, perceived content control, web innovativeness, and interactivity insignificantly influence overall service quality. The results of further research show that overall service quality significantly influences customer satisfaction and customer satisfaction significantly influences the revisit intention of Shopee application users in Manado.

Keywords: web design, reliability, responsiveness, trust, personalization, perceived risk, perceived content control, content adequacy, content usefulness, web innovativeness, interactivity, ease of use, accessibility, overall service quality, customer satisfaction, revisit intention