

ABSTRACT

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ANALYSIS ON FACTORS AFFECTING E-CUSTOMER SATISFACTION OF LAZADA INDONESIA

(xii + 86 pages: 5 figures; 14 tables; 1 attachment)

With the outstanding amount of companies having an online presence nowadays, it has rapidly increased the expansion of global e-commerce over the last 20 years. Lazada is a number one-ranked Singaporean e-commerce operator in most Southeast Asian countries, indicating its success in achieving e-customer satisfaction. However, Lazada is positioned third in Indonesia, with Shopee being the only foreign-based e-commerce operator ahead of them, despite Lazada's earlier entrance into the country. Therefore, this research has utilized Website Design, Information Quality, and Customer Service as the independent variables to explore their impact towards e-Customer Satisfaction within Lazada Indonesia users to help address their problem of slow growth and also give recommendations on how they can maintain their position and be more competitive in the future.

This study uses questionnaires as the data collection method and non-probability convenience sampling. Data analysis was performed using structural equation modelling (SEM) through SmartPLS and uses reliability, validity, multicollinearity analysis methods. The pre-tests were distributed to 30 people, and after performing the different analyses mentioned, the actual test was conducted and collected 202 respondents to be further analyzed. The results have shown that all independent variables have a positive and significant effect on e-customer satisfaction among Lazada Indonesia users.

References: 91 (2000-2019)