

## ABSTRAK

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### **ANALISIS PENGARUH *APPLICATION DESIGN*, *CUSTOMER SERVICE*, *SECURITY/PRIVACY*, *FULFILLMENT* TERHADAP *CUSTOMER LOYALTY* MELALUI *CUSTOMER SATISFACTION* DAN *CUSTOMER TRUST* PADA PELANGGAN APLIKASI *SOCO BY SOCIOLLA* DI SURABAYA**

( xvii + 327 halaman: 23 gambar, 42 tabel; 5 lampiran)

Perkembangan teknologi pada tahun 2020 dan 2021 menjadi lebih maju dan mengalami perkembangan yang amat pesat. Salah satu teknologi yang digunakan dan berguna saat pandemi seperti ini adalah *e-commerce*. *E-commerce* ini bermanfaat karena membantu masyarakat untuk memenuhi kebutuhan dan keinginan tanpa harus pergi keluar sehingga masyarakat akan merasa aman. Salah satu *e-commerce* yang menjadi favorit saat ini adalah *SOCO by Sociolla*, dimana *e-commerce* ini menjadi lapak beli masyarakat untuk memenuhi kebutuhan perawatan diri seperti *skincare*, *make up*, *haircare*, *perfume*, dan kebutuhan badan lainnya. Aplikasi ini menawarkan produk yang berkualitas serta bersifat orisinal, *SOCO by Sociolla* menyediakan aplikasi yang tersedia di IOS dan Android.

Di dalam penelitian ini memiliki tujuan untuk menganalisis pengaruh dari beberapa variabel seperti, *Application Design*, *Customer Service*, *Security/Privacy*, *Fulfillment* terhadap *Customer Loyalty* melalui *Customer Satisfaction* dan *Customer Trust*. Diharapkan penelitian ini dapat memberikan manfaat dan kegunaan serta memperluas ilmu dalam bidang manajemen dan mengetahui berapa besar pengaruh *Customer Satisfaction* dan *Customer Trust* dalam meningkatkan *Customer Loyalty*.

Penelitian kausal dan metode kuantitatif digunakan dalam penelitian ini serta aplikasi AMOS versi 22.0 untuk mengolah data penelitian ini. Data yang akan dikumpulkan adalah 195 responden namun yang digunakan adalah 200 responden dengan karakteristik 18-60 tahun, berdomisili di Surabaya, dan melakukan transaksi pembelian di aplikasi *SOCO by Sociolla* minimal 1 kali dalam 6 bulan terakhir.

Hasil dari penelitian ini variabel yang berpengaruh positif signifikan terhadap *Customer Satisfaction* adalah *Application Design*, *Customer Service*, *Security/Privacy*, *Fulfillment*. Variabel yang berpengaruh positif signifikan terhadap *Customer Trust* adalah *Application Design* dan yang tidak berpengaruh signifikan adalah *Customer Service*, *Security/Privacy*, *Fulfillment*. kemudian *Customer Satisfaction* berpengaruh positif signifikan terhadap *Customer Loyalty* dan *Customer Trust* berpengaruh tidak signifikan terhadap *Customer Loyalty*.

## ABSTRACT

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### **ANALYSIS OF APPLICATION DESIGN, CUSTOMER SERVICE, SECURITY/PRIVACY, FULFILLMENT ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION AND CUSTOMER TRUST ON CUSTOMER APPLICATION SOCO BY SOCIOLLA DI SURABAYA**

( xvii + 327 pages: 23 figure, 42 tables; 5 attachments)

Technological developments in 2020 and 2021 will be more advanced and experience very rapid development. One of the technologies used and useful during a pandemic like this is *e-commerce*. The existence of *e-commerce* is very useful because it helps people to fulfill their needs and desires without having to go out so that people will feel safe. One of the *e-commerce* sites to fulfill needs and wants is *SOCO by Sociolla*, where this *e-commerce* is a place for people to buy to meet their personal care needs such as skincare, make-up, haircare, perfume, and other body needs. *SOCO by Sociolla* offers quality and original products, so *SOCO by Sociolla* customers will feel safe and continue to buy at the offline store. *SOCO by Sociolla* also provides applications available on IOS and Android.

This research has a purpose to analyze the effect of several variables such as, *Application Design, Customer Service, Security/Privacy, Fulfillment* on *Customer Loyalty* through *Customer Satisfaction* and *Customer Trust*. It is hoped that this research can provide benefits and uses as well as expand knowledge in the field of management and find out how much influence *Customer Satisfaction* and *Customer Trust* have in increasing *Customer Loyalty*.

This study uses causal research and quantitative methods and uses the AMOS version 22.0 application to process the research data. The data to be collected are 195 respondents, but 200 respondents with the characteristics of 18-60 years old, domiciled in Surabaya, and made a purchase transaction in the *SOCO by Sociolla* application at least once in the last 6 months.

The results of this study are that the variables that have a significant positive effect on *Customer Satisfaction* are *Application Design, Customer Service, Security/Privacy, Fulfillment*. Then the variables that have a significant positive effect on *Customer Trust* are *Application Design* and those that have no significant effect are *Customer Service, Security/Privacy, Fulfillment*. then *Customer Satisfaction* has a significant positive effect on *Customer Loyalty* and *Customer Trust* has no significant effect on *Customer Loyalty*.