

ABSTRAK

E-commerce adalah salah satu sektor yang berkembang pesat dalam ekonomi digital. Pertumbuhan ekonomi Indonesia juga tertolong dengan berkembangnya *E-Commerce* yang sangat pesat ini. Hal ini disebabkan oleh pandemic Covid-19 yang mengharuskan masyarakat untuk belanja dari rumah. Perusahaan *E-Commerce* terbesar Indonesia adalah Tokopedia. Tokopedia didirikan pada tahun 2007 dan sekarang telah menjadi *marketplace* terbesar yang dimiliki oleh Indonesia.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Online Shopping Experience*, *Customer Service*, *External Incentives*, dan *Privacy* terhadap *Customer Satisfaction* dan *Customer Satisfaction* dalam membentuk *Customer Loyalty* pada pelanggan Tokopedia di Surabaya. Manfaat yang diharapkan dari penelitian ini adalah memberikan kontribusi pada pengembangan teori dan penelitian pemasaran, serta bermanfaat bagi Shopee dalam menelaah pengaruh variabel *Online Shopping Experience*, *Customer Service*, *External Incentives*, dan *Privacy* terhadap *Customer Satisfaction* dan *Customer Satisfaction* dalam membentuk *Customer Loyalty*.

Penelitian ini merupakan penelitian dengan metode kuantitatif dengan pengolahan data menggunakan SPSS 22.0. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 130 responden dengan karakteristik responden pria dan wanita berumur 18-60 tahun, berdomisili di Surabaya, memiliki dan menggunakan aplikasi Tokopedia, mengetahui adanya promo di aplikasi Tokopedia, mengetahui tentang informasi privasi aplikasi Tokopedia, pernah menghubungi *Customer Care* aplikasi Tokopedia, pernah melakukan pembelian di Aplikasi Tokopedia minimal 2 (dua) kali dalam 1 (satu) tahun, dan pernah melakukan pembelian produk digital aplikasi Tokopedia minimal 2 (dua) kali dalam 1 (satu) tahun (token listrik, pulsa, dll)

Hasil penelitian menunjukkan bahwa variabel yang memiliki pengaruh terbesar adalah *Customer Satisfaction* terhadap variabel *Customer Loyalty* sebesar 0,497; kemudian variabel yang memiliki pengaruh terbesar kedua adalah variabel *Privacy* terhadap variabel *Customer Satisfaction* sebesar 0,285; terbesar ketiga variabel *External Incentives* terhadap variabel *Customer Satisfaction* sebesar 0,235; terbesar keempat variabel *Online Shopping Experience* terhadap variabel *Customer Satisfaction* yang memiliki pengaruh sebesar 0,220, terbesar kelima variabel *Customer Service* terhadap variabel *Customer Satisfaction* sebesar 0,186.

Kata Kunci: *Online Shopping Experience*, *Customer Service*, *External Incentives*, dan *Privacy*

ABSTRACT

E-commerce is one of the fastest growing sectors in the digital economy. Indonesia's economic growth is also helped by the rapid development of E-Commerce. This is due to the Covid-19 pandemic which requires people to shopping from home. The largest e-commerce company in Indonesia is Tokopedia. Tokopedia was founded in 2007 and is now the largest marketplace owned by Indonesia.

This study aims to determine how the influence of Online Shopping Experience, Customer Service, External Incentives, and Privacy on Customer Satisfaction and Customer Satisfaction in forming Customer Loyalty on Tokopedia customers in Surabaya. The expected benefits of this research are to contribute to the development of marketing theory and research, as well as useful for Shopee in examining the influence of the variables of Online Shopping Experience, Customer Service, External Incentives, and Privacy on Customer Satisfaction and Customer Satisfaction in shaping Customer Loyalty.

This research is research with quantitative method with data processing using SPSS 22.0. Data collection was carried out by distributing questionnaires to 130 respondents with male and female characteristics aged 18-60 years, living in Surabaya, owning and using the Tokopedia application, knowing about promos on the Tokopedia application, knowing about the privacy information of the Tokopedia application, having contacted the Tokopedia application Customer Care. , have made a purchase on the Tokopedia Application at least 2 (two) times in 1 (one) year, and have purchased a Tokopedia digital application product at least 2 (two) times in 1 (one) year (electricity tokens, credit, etc.)

The results showed that the variables that had the greatest influence were Customer Satisfaction on the Customer Loyalty variable of 0.497; then the variable that has the second largest influence is the Privacy variable on the Customer Satisfaction variable of 0.285; the third largest is the External Incentives variable to the Customer Satisfaction variable of 0.235; the fourth largest Online Shopping Experience variable on the Customer Satisfaction variable which has an influence of 0.220, the fifth largest Customer Service variable on the Customer Satisfaction variable is 0.186.

Keywords: *Online Shopping Experience, Customer Service, External Incentives, and Privacy*