

ABSTRAK

IMPROVING THE SATISFACTION AND LOYALTY OF ONLINE SHOPPING CUSTOMERS BASED ON MULTICHANNEL INTEGRATION, E-COMMERCE INNOVATION, AND E-SERVICE QUALITY

(XI + 76 Halaman + 29 Tabel)

Pada masa ini segala hal sudah didukung teknologi canggih misalnya konsumen dapat mengakses berbagai barang dan jasa melalui e-commerce, hal ini juga semakin didukung dengan hadirnya pandemi Covid-19, banyak hal beralih dilakukan secara digital. Pertumbuhan e-commerce di Indonesia terjadi begitu pesat, begitu pula dengan perkembangan multi saluran online-to-offline (O2O) dalam konteks e-commerce. Penelitian ini bertujuan untuk menguji pengaruh *multichannel integration*, *e-commerce innovation*, *e-service quality* terhadap *customer satisfaction* dan *customer loyalty* pada *e-commerce Sociolla*. Penelitian ini menggunakan metode kuantitatif dengan metode deskriptif. Penelitian ini melibatkan 180 responden, populasinya adalah orang yang yang berdomisili di Jabodetabek. Peneliti menggunakan *purposive sampling* untuk mengumpulkan data. Kuesioner digunakan sebagai alat penelitian. Hasil dari penelitian ini menunjukkan terdapat pengaruh positif dan signifikan dari multichannel integration dan e-service quality terhadap customer satisfaction dan customer loyalty, sedangkan untuk e-commerce innovation tidak berpengaruh secara signifikan terhadap customer satisfaction dan customer loyalty.

Referensi: (2017-2021)

Kata kunci: *multichannel integration, e-commerce innovation, e-service quality, customer satisfaction, dan customer loyalty.*

ABSTRACT

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(XI + 76 Pages + 29 Table)

At this time everything is supported by advanced technology, for example, consumers can access various goods and services through e-commerce, this is also increasingly supported by the presence of the Covid-19 pandemic, many things have shifted to be done digitally. The growth of e-commerce in Indonesia is happening so rapidly, as is the development of multi-channel online-to-offline (O2O) in the context of e-commerce. This study aims to examine the effect of multichannel integration, e-commerce innovation, e-service quality on customer satisfaction and customer loyalty in Sociolla's e-commerce. This study uses quantitative methods with descriptive methods. This study involved 180 respondents, the population is people who live in Greater Jakarta. Researchers used purposive sampling to collect data. The questionnaire was used as a research tool. The results of this study indicate that there is a positive effect of multichannel integration and e-service quality on customer satisfaction and customer loyalty, while e-commerce innovation does not have a significant effect on customer satisfaction and customer loyalty.

Reference: (2017-2021)

Keywords: multichannel integration, e-commerce innovation, e-service quality, customer satisfaction, and customer loyalty.