

## ABSTRAK

Di era globalisasi saat ini, gaya hidup masyarakat semakin serba instan dan serba cepat karena kebanyakan orang memiliki gerak social yang tinggi dalam aktivitas sehari-hari. Orang sering mencari sesuatu yang nyaman dan cepat untuk memenuhi kebutuhan sehari-hari. Oleh karena hal tersebut terdapat cukup banyak penyediaan berbagai layanan yang membantu masyarakat. Pesatnya pertumbuhan *e-commerce* telah menciptakan banyak lokapasar di Indonesia seperti Lazada, Bukalapak, Blibli, Elevenia, Tokopedia dan Shopee. Lokapasar adalah model bisnis yang memungkinkan penjual menjual barang melalui internet. Shopee merupakan perusahaan di bidang *marketplace* yang saat ini bisa dibilang paling favorit di Indonesia karena berbagai fitur dan kemudahan yang ada di dalamnya. Shopee juga merupakan aplikasi mobile *marketplace* pertama bagi konsumen-ke-konsumen (C2C) yang aman, menyenangkan, mudah, dan praktis dalam jual beli. Shopee lebih fokus pada platform seluler, sehingga memudahkan orang untuk mencari, membeli, dan menjual di ponsel mereka.

Penelitian ini ditujukan untuk menganalisa pengaruh variabel *efficiency*, *privacy*, *reliability*, *perceived benefit*, *customer service* terhadap *e-satisfaction* dan *e-loyalty* pada pengguna aplikasi shopee di Yogyakarta. Sampel yang digunakan pada penelitian ini yaitu berdasarkan data dari 120 responden yang berjenis kelamin laki – laki dan perempuan, berdomisili di Yogyakarta, dengan batasan usia 18 – 60 tahun. Kuesioner diberikan kepada responden yang merupakan pelanggan shopee yang pernah melakukan transaksi dengan menggunakan Shopee sebanyak 2 kali dalam kurun waktu 6 bulan terakhir, pernah berinteraksi dengan layanan pelanggan Shopee dalam kurun waktu 1 tahun terakhir dan masih menggunakan Shopee hingga saat ini. Pengolahan dan penganalisaan data dalam penelitian ini yaitu dengan menggunakan SPSS sebagai *software* utama dalam pengolahan data penelitian ini. Hasil analisis diolah dengan *Statistical product and service solutions* (SPSS) dan menggunakan *software* versi 22.0. Selanjutnya, mentabulasi hasil penelitian responden, serta melakukan pengujian model penelitian dengan menggunakan teknik analisis data regresi sederhana (*Simple Regression*) dan regresi linear berganda (*Multiple Regression*).

Temuan empiris tersebut mengindikasikan bahwa hubungan *privacy* berpengaruh signifikan terhadap *e-satisfaction* dengan koefisien regresi 0.227; *reliability* berpengaruh signifikan terhadap *e-satisfaction* dengan koefisien regresi 0.182; *perceived benefit* berpengaruh signifikan terhadap *e-satisfaction* dengan koefisien regresi 0.220; *customer service* berpengaruh signifikan terhadap *e-satisfaction* dengan koefisien regresi 0.210; *e-satisfaction* berpengaruh signifikan terhadap *e-loyalty* dengan koefisien regresi 0.577

**Kata Kunci:** *Efficiency, Privacy, Reliability, Perceived Benefit, Customer Service, E-Satisfaction, E-Loyalty*

## ABSTRACT

In the current era of globalization, people's lifestyles are increasingly instant and fast-paced because most people have high social movements in their daily activities. People often look for something convenient and fast to fulfill their daily needs. Because of this, there is quite a lot of provision of various services that help the community. The rapid growth of e-commerce has created many marketplaces in Indonesia such as Lazada, Bukalapak, Blibli, Elevenia, Tokopedia and Shopee. Marketplaces are business models that allow sellers to sell goods via the internet. Shopee is a company in the marketplace sector which is currently arguably the most favorite in Indonesia because of the various features and conveniences it contains. Shopee is also the first consumer-to-consumer (C2C) mobile marketplace application that is safe, fun, easy, and practical in buying and selling. Shopee focuses more on the mobile platform, making it easier for people to search, buy, and sell on their phones.

This study aims to analyze the effect of efficiency, privacy, reliability, perceived benefit, customer service variables on e-satisfaction and e-loyalty for shopee application users in Yogyakarta. The sample used in this study is based on data from 120 respondents who are male and female, domiciled in Yogyakarta, with an age limit of 18-60 years. The questionnaire was given to respondents who are shopee customers who have made transactions using Shopee 2 times in the last 6 months, have interacted with Shopee customer service in the last 1 year and are still using Shopee today. Processing and analyzing data in this study is by using SPSS as the main software in processing the data of this study. The results of the analysis were processed with Statistical product and service solutions (SPSS) and using its version 22.0. Furthermore, tabulating the results of respondent research, as well as testing the research model using simple regression and multiple linear regression data analysis techniques.

The empirical findings indicate that relationship privacy has a significant effect on e-satisfaction with a regression coefficient of 0.227; reliability has a significant effect on e-satisfaction with a regression coefficient of 0.182; perceived benefits have a significant effect on e-satisfaction with a regression coefficient of 0.220; customer service has a significant effect on e-satisfaction with a regression coefficient of 0.210; e-satisfaction has a significant effect on e-loyalty with a regression coefficient of 0.577.

**Keywords:** *Efficiency, Privacy, Reliability, Perceived Benefit, Customer Service, E-Satisfaction, E-Loyalty*