

ABSTRAK

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ANALISIS PENGARUH *EFFICIENCY, DELIVERY MANAGEMENT, CUSTOMER SERVICE, PERSONALIZATION, PRIVACY, PRODUCT DESCRIPTION, PRODUCT PRESENTATION, ENTERTAINMENT, APPLICATION APPEARANCE* TERHADAP *E-LOYALTY* MELALUI *E-SATISFACTION* PADA PENGGUNA APLIKASI LAZADA DI SURABAYA

(xxii+212 halaman:30 gambar, 64 table, 4 lampiran)

Perkembangan *E-Commerce* di Indonesia kian meningkat setiap tahunnya. Hal ini juga turut memberikan dampak dimana persaingan dalam industry *E-Commerce* menjadi semakin ketat setiap tahunnya. Dengan meningkatnya persaingan ini maka perusahaan yang bergerak dalam industry *E-Commerce* haruslah menjaga serta mempertahankan loyalitas pelanggan baik bagi para pelanggan baru maupun pelanggan lama.

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh dari *Efficiency, Delivery Management, Customer Service, Personalization, Privacy, Product Description, Product Presentation, Entertainment, dan Application Appearance* terhadap *E-Loyalty* melalui *E-Satisfaction*. Manfaat dari penelitian ini adalah untuk menambah wawasan khususnya untuk mengetahui seberapa besar pengaruh dari *E-Loyalty* dan *E-Satisfaction*.

Penelitian ini merupakan penelitian yang bersifat kausal dengan menggunakan metode kuantitatif dan diolah menggunakan Teknik *snowball sampling* kepada 165 responden dengan karakteristik responden yaitu berjenis kelamin baik pria maupun Wanita, bertempat tinggal di Surabaya, berusia 18-60 tahun (Kotler dan Armstrong 2009) menginstal dan berbelanja menggunakan aplikasi Lazada sebanyak dua kali di ponsel dalam enam bulan terakhir, pernah berinteraksi dengan layanan pelanggan (*Customer Service*) dalam enam bulan terakhir.

Kata Kunci: *E-Loyalty, E-Satisfaction, Efficiency, Delivery Management, Customer Service, Personalization, Privacy, Product Description, Product Presentation, Entertainment, Application Appearance.*

Referensi: 56 (1973-2022)

ABSTRACT

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ANALYSIS OF THE INFLUENCE OF *EFFICIENCY, DELIVERY MANAGEMENT, CUSTOMER SERVICE, PERSONALIZATION, PRIVACY, PRODUCT DESCRIPTION, PRODUCT PRESENTATION, ENTERTAINMENT, APPLICATION APPEARANCE ON E-LOYALTY THROUGH E-SATISFACTION ON LAZADA APPLICATION USERS IN SURABAYA*

(xxii+212 pages: 30 pictures, 64 tables, 4 attachments)

The development of E-Commerce in Indonesia is increasing every year. This also has an impact where the competition in the E-Commerce industry is getting tougher every year. With this increasing competition, companies engaged in the E-Commerce industry must maintain and maintain customer loyalty both for new customers and old customers.

The purpose of this study was to determine the influence of *Efficiency, Delivery Management, Customer Service, Personalization, Privacy, Product Description, Product Presentation, Entertainment, and Application Appearance* on *E-Loyalty* and *E-Satisfaction*. The benefit of this research is to add insight, especially to find out how much influence *E-Satisfaction* and *E-Loyalty*.

This research is a causal research using quantitative methods and processed using the snowball sampling technique to 150 respondents with the characteristics of the respondents being both male and female, residing in Surabaya, aged 18-60 years (Kotler and Armstrong 2009) installing and shopping used the Lazada application twice on mobile in the last six months, had interacted with Customer Service in the last six months.

Keywords: *E-Loyalty, E-Satisfaction, Efficiency, Delivery Management, Customer Service, Personalization, Privacy, Product Description, Product Presentation, Entertainment, Application Appearance.*

References: 56 (1973-2022)