

ABSTRACT

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THE INFLUENCE OF PERFORMANCE EXPECTANCY, EFFORT EXPECTANCY, SOCIAL INFLUENCE, HEDONIC MOTIVATION, AND PRICE TOWARDS CUSTOMER SATISFACTION AND CUSTOMER LOYALTY AT TOKOPEDIA IN MEDAN

(xvi+151 pages; 14 figures; 51 tables; 6 appendices)

The background of this study is to evaluate between the influence between performance expectancy, effort expectancy, social influence, hedonic motivation, price has the greatest influence on customer satisfaction and customer loyalty of Tokopedia customers in Medan. Tokopedia is an e-commerce site with a highly recognizable brand. The pre-survey results show that there are still consumer complaints about the Tokopedia application in online shopping.

Primary and secondary data are used in this research, the questionnaires are distributed to Tokopedia customers in Medan, data is measured by validity and reliability test. The sampling method used in this study is non-probability sampling method, specifically snowball sampling. The data is analyzed using SPSS 25.00, the research model is being tested using normality, heteroscedasticity, multicollinearity, and linearity test. The data also tested with linear regression, multiple linear regression, and coefficient of determination test, then hypothesis test are done with F-Test and T-Test.

The study has indicated that Performance Expectancy, Effort Expectancy, and Price are having significant influence towards Customer Satisfaction of Tokopedia in Medan partially and simultaneously. While Social Influence and Hedonic Motivation not having significant influence towards Also, Customer Satisfaction of Tokopedia is having significant Customer Satisfaction influence towards Customer Loyalty both partially and simultaneously of Tokopedia customers in Medan.

Keywords: Performance Expectancy, Effort Expectancy, Social Influence, Hedonic Motivation, Price, Customer Satisfaction, Customer Loyalty

References: 38 (2012-2022)

ABSTRAK

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PENGARUH EKSPEKTASI KINERJA, EKSPEKTASI USAHA, PENGARUH SOSIAL, MOTIVASI HEDONIS, DAN HARGA TERHADAP KEPUASAN KONSUMEN DAN LOYALITAS KONSUMEN PADA TOKOPEDIA DI MEDAN

(xvi+151 halaman; 14 gambar; 51 tabel; 6 lampiran)

Latar belakang penelitian ini adalah untuk mengevaluasi antara pengaruh antara ekspektasi kinerja, ekspektasi usaha, pengaruh sosial, motivasi hedonis, harga yang paling besar pengaruhnya terhadap kepuasan pelanggan dan loyalitas pelanggan Tokopedia di medan. Tokopedia adalah situs e-commerce dengan merek yang sangat dikenal. Hasil pra-survei menunjukkan bahwa masih terdapat keluhan konsumen terhadap aplikasi Tokopedia dalam berbelanja online.

Data primer dan sekunder digunakan dalam penelitian ini, kuesioner disebarikan kepada pelanggan Tokopedia di Medan, data diukur dengan uji validitas dan uji reliabilitas. Metode pengambilan sampel yang digunakan dalam penelitian ini adalah metode non-probability sampling, khususnya snowball sampling. Data dianalisis dengan menggunakan SPSS 25.00, model penelitian diuji dengan menggunakan uji normalitas, heteroskedastisitas, multikolinieritas, dan linearitas. Data juga diuji dengan regresi linier, regresi linier berganda, dan uji koefisien determinasi, kemudian dilakukan uji hipotesis dengan F-Test dan T-Test.

Hasil penelitian menunjukkan bahwa Performance Expectancy, Effort Expectancy, dan Price memiliki pengaruh yang signifikan terhadap Customer Satisfaction Tokopedia di Medan secara parsial dan simultan. Sedangkan Pengaruh Sosial dan Motivasi Hedonik tidak memiliki pengaruh yang signifikan terhadap Kepuasan Pelanggan Tokopedia, serta Kepuasan Pelanggan Tokopedia memiliki pengaruh yang signifikan terhadap Loyalitas Pelanggan baik secara parsial maupun simultan pada pelanggan Tokopedia di Medan.

Kata kunci: Ekspektasi Kinerja, Ekspektasi Usaha, Pengaruh Sosial, Motivasi Hedonik, Harga, Kepuasan Pelanggan, Loyalitas Pelanggan
Referensi 38 (2012-2022)