

ABSTRAK

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ANALISIS PENGARUH SYSTEM DESIGN, FULFILLMENT, SECURITY, CUSTOMER SERVICE, EFFECIENCY TERHADAP PERCIEVED SERVICE QUALITY DAN CUSTOMER SATISFACTION DAN PADA AKHIRNYA CUSTOMER LOYALTY PENGGUNA APLIKASI TOKOPEDIA DI KEDIRI

(xvi + 133 halaman; 16 gambar; 56 tabel; 4 lampiran)

Transaksi e-commerce di Indonesia terus mengalami kenaikan yang dimulai pada tahun 2017 menurut catatan Bank Indonesia. Terlebih lagi selama masa pandemi Covid-19 penggunaan media digital semakin marak dikalangan masyarakat Indonesia senga konsumsi pada platform marketplace online semakin meningkat yang salah satunya merupakan marketplace buatan anak bangsa yaitu Tokopedia. Tokopedia di masa pandemi mengalami pertumbuhan penjualan yang signifikan. Tokopedia merupakan perusahaan unicorn yang beberapa waktu lalu telah melakukan merger dengan Go-Jek lalu berubah menjadi GoTo. Penelitian ini dilakukuakn untuk mengetahui pengaruh *System Design, Fulfillment, Security, Customer Service, Effeciency* terhadap *Perceived Service Quality* dan terhadap *Customer Satisfaction* pada *Customer Loyalty* pengguna Tokopedia di Kediri dengan tujuan untuk menggunakan ke tujuh variabel dalam mengidentifikasi *Customer Loyalty* di Tokopedia. Penelitian ini menggunakan *software* SPSS 22.0. Sampel yang digunakan dalam penelitian ini adalah pengguna Tokopedia yang berusia 18-60 tahun, berdomisili di Kediri, pria atau wanita, pernah menginstal aplikasi dalam 6 bulan terakhir, pernah melakukan pembelian sebanyak 2 kali dalam 6 bulan terkhir, dan pernah menghubungi customer service Tokopedia dalam 6 bulan terkahir. Jumlah responden yang digunakan sebagai sampel penelitian adalah 130 dengan menggunakan metode sampling yang digunakan aadalah non-probability sampling. Hasil penelitian menunjukkan bahwa semua hipotesis yaitu *System Design, Fulfillment, Security, Customer Service, Effeciency* memiliki pengaruh signifikan terhadap *Peceived Service Quality*, *Perceived Service Quality* memiliki pengaruh signifikan terhadap *Customer Satisfaction* dan *Customer Satisfaction* memiliki pengahruh signifikan terhadap *Customer Loyalty*

Kata kunci : *System Design, Fulfillment, Security, Customer Service, Customer Loyalty*

Referensi: 106 (1995-2023)

ABSTRACT

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ANALYSIS OF THE INFLUENCE OF SYSTEM DESIGN, FULFILLMENT, SECURITY, CUSTOMER SERVICE, AND EFFICIENCY ON PERCEIVED SERVICE QUALITY AND CUSTOMER SATISFACTION, AND ULTIMATELY CUSTOMER LOYALTY OF USERS OF THE TOKOPEDIA APPLICATION IN KEDIRI.

(xvi + 133 pages; 17 figures; 56 tables; 4 appendices)

E-commerce transactions in Indonesia continued to increase starting in 2017 according to Bank Indonesia records. Moreover, during the Covid-19 pandemic, the use of digital media is increasingly widespread among the Indonesian community, as consumption on online marketplace platforms is increasing, one of which is a marketplace made by the nation's children, Tokopedia. Tokopedia during the pandemic experienced significant sales growth. Tokopedia is a unicorn company that some time ago had a merger with Go-Jek and then turned into GoTo. This study was conducted to determine the effect of *System Design, Fulfillment, Security, Customer Service, Efficiency* on *Perceived Service Quality* and *Customer Satisfaction* on *Customer Loyalty* of Tokopedia users in Kediri with the aim to use the seven variables in identifying *Customer Loyalty* in Tokopedia. This study used SPSS 22.0 software. The sample used in this study is Tokopedia users aged 18-60 years, domiciled in Kediri, male or female, have installed applications in the last 6 months, have made purchases 2 times in the last 6 months, and have contacted Tokopedia customer service in the last 6 months. The number of respondents used as a sample of research is 130 by using the sampling method used is non-probability sampling. The results showed that all hypotheses, namely *System Design, Fulfillment, Security, Customer Service, Efficiency* have a significant influence on *Perceived Service Quality*, *Perceived Service Quality* has a significant influence on *Customer Satisfaction* and *Customer Satisfaction* has a significant influence on *Customer Loyalty*.

Keyword : *System Design, Fulfillment, Security, Customer Service, Customer Loyalty*

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