

Pengaruh Kualitas Layanan Online Shopee terhadap Loyalitas Pengguna Shopee di Jakarta = "The Effect of Shopee Online Service Quality on Shopee User Loyalty in Jakarta"

Ichsanul Fikri Rosehan, author

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Abstrak

Shopee merupakan mobile-platform pertama di Asia Tenggara (Indonesia, Filipina, Malaysia, Singapura, Thailand, Vietnam) dan Taiwan yang menawarkan transaksi jual beli online yang menyenangkan, gratis, dan terpercaya via ponsel (<https://www.shopee.co.id>). Untuk menjaga para pelanggan agar tidak beralih ke produk pesaing, perusahaan harus melakukan beberapa hal yang dapat mengikat hati pelanggan untuk tetap setia pada produk perusahaan. Salah satunya yaitu kualitas layanan yang baik untuk pelanggan. Pelayanan terbaik tentu harus memahami kebutuhan dan keluhan para pelanggan. Sehingga pelayanan yang dilakukan oleh perusahaan tepat sasaran. Kualitas layanan elektronik dapat diukur melalui efisiensi, privasi, keandalan, manfaat emosional dan layanan pelanggan (Putri, et.al. 2021). Dalam penelitian ini ingin menganalisis pengaruh kualitas layanan online Shopee terhadap loyalitas pengguna Shopee di Jakarta. Hasil penelitian menunjukkan terdapat pengaruh antara kualitas layanan online Shopee terhadap loyalitas pengguna Shopee di Jakarta dengan nilai r sebesar 0,949 yang berarti terdapat pengaruh yang sangat kuat disamping itu dalam penelitian ini didapatkan nilai koefisien determinasi sebesar 0,900, hal ini menunjukkan bahwa variabel kualitas layanan online Shopee membentuk variabel loyalitas pengguna Shopee di Jakarta sebesar 90% sedang sisanya 10% dipengaruhi oleh variabel lainnya.

.....Shopee is the first mobile-platform in Southeast Asia (Indonesia, Philippines, Malaysia, Singapore, Thailand, Vietnam) and Taiwan that offers interesting and reliable online buying and selling transactions via mobile phones (<https://www.shopee.co.id>). To keep customers from switching to competitors' products, companies must do a number of efforts that can hold the hearts of customers to remain loyal to the company's products. One of them is good service quality for customers. The best service, of course, must understand the needs and complaints of customers. So that services performed by companies are right on target. The quality of online services can be measured through efficiency, privacy, reliability, emotional benefits and customer service (Putri, et.al. 2021). The objective of this study is to analyze the effect of Shopee's online services quality on Shopee users loyalty in Jakarta. The results showed that there was an influence between Shopee's online services quality on Shopee users loyalty in Jakarta with an r value of 0.949 which means that there is a very strong influence. In addition, this study obtained a coefficient of determination of 0.900, this shows that variable of Shopee online service quality constructs variable of Shopee users loyalty in Jakarta by 90% while the remaining 10% is influenced by other variables.