

**PENGARUH *E-SERVICE QUALITY* TERHADAP
E-SATISFACTION
(Studi Pada Pengguna Shopee di Kabupaten Jombang)**

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ABSTRAK

Penerapan kualitas pelayanan secara elektronik atau *e-service quality* pada web atau aplikasi Shopee merupakan bentuk penilaian konsumen terhadap tingkat pelayanan yang diterima dengan tingkat pelayanan yang diharapkan, apabila pelayanan yang diterima atau dirasakan sesuai dengan yang diharapkan, maka kualitas pelayanan di persepsikan baik dan memuaskan. Penelitian ini dimaksudkan untuk melihat tanggapan konsumen pengguna web atau aplikasi Shopee atas *e-service quality* yang telah diterapkan oleh Shopee, guna mengetahui pengaruhnya terhadap kepuasan secara online atau *e-satisfaction*.

Metode penelitian yang digunakan adalah kuantitatif, metode analisis data menggunakan analisis deskriptif dan analisis regresi linier berganda. Sampel yang digunakan dalam penelitian ini berjumlah 100. Skala pengukuran menggunakan skala likert, metode pengumpulan data dilakukan dengan cara kuisioner. Data diolah menggunakan SPSS.

Hasil penelitian menunjukkan bahwa *efficiency, fulfillment, system availability, privacy, compensation, and and contact* berpengaruh positif signifikan terhadap *e-satisfaction* sedangkan *responsiveness* berpengaruh positif tidak signifikan terhadap *e-satisfaction*. Berdasarkan analisis dapat disimpulkan bahwa penerapan *e-service quality* sudah diterapkan dengan baik. Kepuasan secara elektronik pada Shopee berdasarkan hasil analisis statistik dipengaruhi oleh variabel *e-service quality (efficiency, fulfillment, system availability, privacy, responsiveness, compensation, dan contact)* sebesar 79,4% dan sisanya sebesar 20,6% dipengaruhi oleh faktor lain.

Kata kunci : *E-Service Quality, Efficiency, Fullfillment, System Availability, Privacy, Responsiveness, Compensation, Contact, Dan E-Satisfaction*

THE EFFECT OF E-SERVICE QUALITY ON E-SATISFACTION
(Study on Shopee Users in Jombang Regency)

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ABSTRACT

The application of electronic service quality or e-service quality on the Shopee web or application is a form of consumer assessment of the level of service received with the expected level of service, if the service received or felt is as expected, then the quality of service is perceived as good and satisfactory. This research is intended to see the consumer responses of Shopee web or application users to the e-service quality that has been implemented by Shopee, in order to find out the effect on online satisfaction or e-satisfaction.

The research method used is quantitative, the data analysis method uses descriptive analysis and multiple linear regression analysis. The sample used in this study totaled 100. The measurement scale uses a likert scale, the data collection method is carried out by means of a questionnaire. The data is processed using SPSS.

The results showed that efficiency, fulfillment, system availability, privacy, compensation, and contact had a significant positive effect on e-satisfaction while responsiveness had a positive effect on e-satisfaction. Based on the analysis, it can be concluded that the application of e-service quality has been implemented properly. Electronic satisfaction at Shopee based on the results of statistical analysis is influenced by the variables of e-service quality (efficiency, fulfillment, system availability, privacy, responsiveness, compensation, and contact) of 79.4% and the remaining 20.6% is influenced by other factors.

Keywords : E-Service Quality, Efficiency, Fullfillment, System Availability, Privacy, Responsiviness, Compensation, Contact, And E-Satisfaction