

ANALISIS KEPUASAN KONSUMEN TERHADAP APLIKASI SHOPEE PADA MASYARAKAT KECAMATAN JOMBANG

ABSTRAK

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Di Indonesia Pertumbuhan e-commerce yang semakin terus meningkat di Indonesia membuat Shopee ikut meramaikan industri ini. Shopee merupakan aplikasi mobile marketplace pertama bagi konsumen kekonsumen (C2C) yang aman, mudah dan praktis untuk jual beli online. Shopee lebih fokus pada platform online sehingga orang-orang lebih mudah mencari. Penelitian ini menyatakan bahwa kepuasan pelanggan adalah tingkat perasaan seseorang setelah membandingkan kinerja atau hasil yang ia rasakan dibanding dengan harapannya. Metode penelitian ini yang digunakan dalam penelitian ini adalah penelitian deskriptif dengan teknik Customer Satisfaction Index (CSI). Dalam penelitian ini digunakan dalam penelitian digunakan skala likert. Responden yang digunakan sebanyak 100 orang dengan menyebarkan kuisioner kepada konsumen pengguna a shopee menggunakan alat bantu software SPP 25 for windows. Hasil dari Service Quality teknik analisis customer satisfaction indek (CSI) Reliability 4, 90, Assurance 4,63, Tangible 97, Responsiveness 4,77, Emphaty 4, 72, jadi total Service quality 4, 80. dalam penelitian ini termasuk daam kategori sangat puas.

Kata kunc i:Kepuasan Konsumen, Service Qualit

***ANALYSIS OF CONSUMER SATISFACTION WITH THE SHOPEE
APPLICATION IN THE JOMBANG DISTRICT COMMUNITY***

ABSTRACT

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In Indonesia, the increasing growth of e-commerce in Indonesia has made Shopee join in enlivening this industry. Shopee is the first mobile marketplace application for consumers (C2C) which is safe, easy and practical for buying and selling online. Shopee focuses more on online platforms so that it is easier for people to search. This research states that customer satisfaction is the level of a person's feelings after comparing the performance or results they feel compared to their expectations. The research method used in this research is descriptive research using the Customer Satisfaction Index (CSI) technique. In this research, the Likert scale was used. The respondents used were 100 people by distributing questionnaires to consumers using Shopee using the SPP 25 for Windows software tool. The results of the Service Quality analysis technique, customer satisfaction index (CSI), are Reliability 4.90, Assurance 4.63, Tangible 97, Responsiveness 4.77, Emphaty 4.72, so the total Service quality is 4.80. In this study, it is included in the very category. satisfied.

Keywords: Customer Satisfaction, Service Quality