ABSTRACT

ANALYSIS OF THE INFLUENCE OF E-RETAILING MIX OF CONSUMER SATISFACTION IN FINDHIS SHOP RETAIL

by

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The research aimed to determine the influence of e-retailing mix of consumer satisfaction in Findhis Shop. Research conducted including an explanation of research using quantitative approach. The populations used are all consumers who have ever shopped in Findhis Shop at 2014 are 378 people. The study sample consisted of 80 respondents who are determined using probability sampling technique. This study uses multiple linear regression technique.

The results of this study indicate that each is the convenience for consumers, consumes value and benefit, the cost to the consumers, consumer relationship, and customer care and service significantly influence customer satisfaction either partially or simultaneously. While the variable value and benefit consumers but not significant effect on customer satisfaction partially.

Key Word: E-retailing mix, Convenience for Consumer, Consumer Value and Benefit, Cost to the Consumer, Consumer Relationship, Consumer Care and Service, Consumer Satisfaction