

ABSTRAK

PENGARUH PERSEPSI BELANJA *ONLINE* MENGGUNAKAN *E-COMMERCE* TERHADAP KEPUASAN DAN LOYALITAS PELANGGAN SHOPEE DI TENGAH PANDEMI COVID-19 DI BANDAR LAMPUNG

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Dampak pandemi covid 19 membawa berkah tersendiri bagi para pelaku penjual online, salah satunya adalah marketplace shopee yang menjadi marketplace no. 1 di Indonesia. Kepuasan pelanggan terhadap pelayanan yang diberikan oleh shopee membuat masyarakat menjadi puas terhadap apa yang diberikan shopee. Penelitian ini bertujuan untuk mengetahui dan menganalisa seberapa besar Pengaruh Persepsi Belanja *Online* Menggunakan *E-commerce* Shopee Terhadap Kepuasan dan Loyalitas Pelanggan Di Tengah Pandemi Covid-19 pada masyarakat kota Bandar Lampung. Penelitian ini menggunakan tipe penelitian kuantitatif. Pada penelitian ini menggunakan bentuk hubungan kasual atau bersifat sebab akibat. Populasi dalam penelitian ini adalah masyarakat kota Bandar Lampung yang menggunakan *e-commerce* shopee sebagai alat belanja *online* di tengah pandemi covid-19 dengan jumlah sampel sebanyak 100 responden. Sumber data dalam penelitian ini berupa data primer dan sekunder. Teknik pengumpulan data dilakukan dengan cara penyebaran kuesioner. Teknik Pengujian Instrumen menggunakan uji validitas dan uji reliabilitas. Berdasarkan hasil penelitian dan pengujian variabel didapatkan hasil bahwa variable X pengaruh persepsi penggunaan *e-commerce* shopee di tengah pandemi covid-19 dengan indikator *performance, reliability, feature, durability, conformance, serviceability, aesthetic*, dan *perceived quality* memiliki pengaruh yang signifikan terhadap variable Y1 yakni kepuasan pelanggan dengan indikator *satisfaction toward quality, stafication toward value*, dan *perceived best* dan variable Y2 dengan indikator *satisfaction toward quality, stafication toward value*, dan *perceived best*.

Kata kunci: pengaruh, persepsi, belanja *online*, kepuasan dan loyalitas pelanggan

ABSTRACT

THE EFFECT OF ONLINE SHOPPING PERCEPTIONS USING E-COMMERCE ON CUSTOMER SATISFACTION AND LOYALTY IN THE MIDDLE SHOPEE OF THE COVID-19 PANDEMIC IN BANDAR LAMPUNG

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The impact of the COVID-19 pandemic has brought its own blessings to online sellers, one of which is the Shopee marketplace which is the no. 1 in Indonesia. Customer satisfaction with the services provided by shopee makes people satisfied with what is provided by shopee. This study aims to determine and analyze how big the influence of online shopping perception using Shopee's e-commerce on customer satisfaction and loyalty in the midst of the Covid-19 pandemic in the people of the city of Bandar Lampung. This research uses quantitative research type. In this study using a casual or causal relationship. The population in this study is the people of Bandar Lampung city who use e-commerce shopee as an online shopping tool in the midst of the covid-19 pandemic with a total sample of 100 respondents. Sources of data in this study in the form of primary and secondary data. The data collection technique was done by distributing questionnaires. Instrument Testing Techniques using validity and reliability tests. Based on the results of research and variable testing, the results show that variable X influences perceptions of shopee e-commerce use in the midst of the covid-19 pandemic with indicators of performance, reliability, feature, durability, conformance, serviceability, aesthetic, and perceived quality have a significant influence on variable Y1 namely customer satisfaction with indicators of satisfaction toward quality, staffing toward value, and perceived best and variable Y2 with indicators of satisfaction toward quality, staffing toward value, and perceived best.

Keywords: influence, perception, online shopping, customer satisfaction and loyalty