

ABSTRAK

PENGARUH *E-SERVICE QUALITY* DAN *USER EXPERIENCE* TERHADAP KEPUASAN PELANGGAN SHOPEE DI BANDAR LAMPUNG

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Perkembangan teknologi informasi menunjukkan bermunculannya berbagai jenis kegiatan yang menjadi lebih mudah, perkembangan tersebut dapat dirasakan diberbagai bidang, salah satunya aktifitas jual beli. Salah satu platform jual beli *online* terbesar di Indonesia adalah Shopee. Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *e-service quality* dan *user experience* terhadap kepuasan pelanggan Shopee di Bandar Lampung, baik secara parsial dan simultan. Penelitian ini didasarkan pada teori perilaku konsumen. Pengumpulan data dilakukan melalui penyebaran kuisioner secara *online* menggunakan Google Form yang disebarakan kepada pengguna aplikasi Shopee di Bandar Lampung, dengan jumlah sampel sebanyak 100 responden yang dipilih menggunakan metode *purposive sampling*, dengan kriteria pengguna Shopee di Bandar Lampung yang pernah berbelanja minimal 3 kali. Analisis data dilakukan menggunakan teknik analisis regresi linier berganda untuk menguji pengaruh variabel independen (*e-service quality* dan *user experience*) terhadap variabel dependen (kepuasan pelanggan) menggunakan SPSS 27.0. Berdasarkan hasil perhitungan, kedua variabel independen tersebut berpengaruh positif terhadap kepuasan pelanggan. Hal tersebut dibuktikan dengan nilai R square sebesar 0,520 yang mengartikan bahwa besar pengaruh variabel *user experience*, dan *e-service quality* terhadap variabel kepuasan pelanggan adalah 52% dan sisanya yaitu 48% dipengaruhi oleh faktor lain. Adapun saran dalam penelitian ini yaitu, pengoptimalan kecepatan, kestabilan sistem dan mengoptimalkan penggunaan data dan memori untuk memberikan kecepatan pada saat menggunakan aplikasi.

Kata Kunci : *E-service Quality*, *User Experience*, Kepuasan Pelanggan, Shopee

ABSTRACT

THE INFLUENCE OF E-SERVICE QUALITY AND USER EXPERIENCE ON SHOPEE CUSTOMER SATISFACTION IN BANDAR LAMPUNG

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The development of information technology shows the emergence of various types of activities that have become easier; these developments can be felt in various fields, one of which is buying and selling activities. One of the largest online buying and selling platforms in Indonesia is Shopee. This study aims to determine and analyze the effect of e-service quality and user experience on Shopee customer satisfaction in Bandar Lampung, both partially and simultaneously. This research is based on the theory of consumer behavior. Data collection was carried out through distributing questionnaires online using Google Form which were distributed to Shopee application users in Bandar Lampung, with a sample size of 100 respondents selected using purposive sampling method, with the criteria that Shopee users in Bandar Lampung have shopped at least 3 times. Data analysis was carried out using multiple linear regression analysis techniques to test the effect of independent variables (e-service quality and user experience) on the dependent variable (customer satisfaction) using SPSS 27.0. Based on the calculation results, the two independent variables have a positive effect on customer satisfaction. This is evidenced by the R square value of 0.520 which means that the influence of the user experience variable, and e-service quality on the customer satisfaction variable is 52% and the remaining 48% is influenced by other factors. The suggestions in this study are optimizing speed, system stability and optimizing the use of data and memory to provide speed when using the application.

Keywords : E-Service Quality, User Experience, Customer Satisfaction, Shopee