

## **ABSTRAK**

### **PENGARUH KUALITAS PELAYANAN, KERAGAMAN PRODUK, DAN PROMOSI TERHADAP KEPUASAN KONSUMEN SHOPEE PADA MAHASISWA JURUSAN PIPS FKIP UNIVERSITAS LAMPUNG**

**Oleh**

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Penelitian ini bertujuan untuk mengetahui ada atau tidaknya pengaruh kualitas pelayanan, keragaman produk, dan promosi secara parsial dan simultan terhadap kepuasan konsumen pada Mahasiswa Jurusan PIPS FKIP Universitas Lampung. Metode pada penelitian ini yaitu deskriptif verifikatif dengan pendekatan *ex post facto*. Populasi pada penelitian ini ialah sebanyak 229 orang. Sampel yang diperoleh dengan menggunakan *probability sampling* dengan teknik *simple random sampling* adalah sebanyak 146 orang. Hasil penelitian ini, diperoleh kesimpulan bahwa terdapat pengaruh secara parsial maupun simultan antara kualitas pelayanan, keragaman produk, dan promosi terhadap kepuasan konsumen Shopee Mahasiswa Jurusan PIPS FKIP Universitas Lampung. Berdasarkan analisis data, diketahui bahwa kepuasan konsumen shopee dipengaruhi oleh kualitas pelayanan, keragaman produk, dan promosi sebesar 30,6% dan sisanya sebesar 69,4% dipengaruhi oleh faktor lainnya yang tidak diteliti dalam penelitian ini.

**Kata kunci :** *E-Commerce*, Kepuasan Konsumen, Keragaman Produk, Kualitas Pelayanan, Promosi.

## **ABSTRACT**

# **THE INFLUENCE OF SERVICE QUALITY, PRODUCT DIVERSITY, AND PROMOTIONS ON SHOPEE CUSTOMER SATISFACTION FOR FKIP PIPS DEPARTMENT STUDENTS LAMPUNG UNIVERSITY**

**By**

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This research aims to determine whether or not there is an influence of service quality, product diversity, and promotion partially and simultaneously on consumer satisfaction among students of the PIPS FKIP Department of Lampung University. The method in this research is descriptive verification with an ex post facto approach. The population in this study was 229 people. The sample obtained using probability sampling with simple random sampling technique was 146 people. As a result of this research, it was concluded that there is a partial or simultaneous influence between service quality, product diversity and promotion on Shopee consumer satisfaction, students majoring in PIPS, FKIP, Lampung University. Based on data analysis, it is known that Shopee consumer satisfaction is influenced by service quality, product diversity and promotions by 30.6% and the remaining 69.4% is influenced by other factors not examined in this research.

**Keywords:** Consumer Satisfaction, E-Commerce, Product Diversity, Promotion, Service Quality.