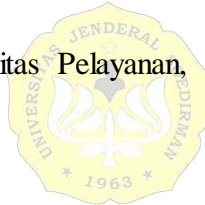


ABSTRAK

Shopee merupakan salah satu *e-commerce* di Indonesia yang memiliki pengunjung terbanyak setiap bulannya. Namun demikian, masih ada ulasan-ulasan negatif yang menunjukkan ketidakpuasan pelanggan terhadap pelayanan Shopee. Oleh karena itu, tujuan dari penelitian ini adalah untuk menganalisis pengaruh kualitas pelayanan *e-commerce* Shopee terhadap kepuasan dan loyalitas pelanggan. Teknik yang digunakan adalah *Structural Equation Modeling* (SEM) dengan subjek penelitian 160 mahasiswa Fakultas MIPA UNSOED yang pernah bertransaksi pada layanan *e-commerce* Shopee. Dimensi-dimensi untuk mengukur kualitas pelayanan yaitu *Ease of Use*, *Website Design*, *Responsiveness*, *Customization*, dan *Assurance*. Hasil yang diperoleh adalah faktor kualitas pelayanan memiliki pengaruh yang signifikan terhadap kepuasan pelanggan, besar pengaruh kualitas pelayanan terhadap kepuasan sebesar 86%. Sementara itu, variabel kualitas pelayanan dan kepuasan tidak berpengaruh secara signifikan terhadap loyalitas pelanggan. Berikutnya, empat dimensi kualitas pelayanan yang terdiri dari *Ease of Use*, *Website Design*, *Customization*, dan *Assurance* dapat mencerminkan variabel kualitas pelayanan. Sementara itu, dimensi *Reponsiveness* tidak memenuhi validitas model pengukuran artinya variabel tersebut tidak mencerminkan variabel kualitas pelayanan.

Kata kunci: Shopee, SEM, Kualitas Pelayanan, Kepuasan, Loyalitas.



ABSTRACT

Shopee is one of the e-commerce in Indonesia that has the most visitors every month. However, there are still negative reviews that show customer dissatisfaction with Shopee's services. Therefore, the aim of this study was to analyze the effects of quality of Shopee's e-commerce services on customer satisfaction and loyalty. The technique used is Structural Equation Modeling (SEM) with the research subjects of 160 students the Faculty of Mathematics and Natural Sciences UNSOED who have transacted on Shopee e-commerce services. Dimensions for measuring service quality are Ease of Use, Website Design, Responsiveness, Customization, and Assurance. The results obtained are that service quality factors have a significant effect on customer satisfaction, service quality has an effect on satisfaction by 86%. Meanwhile, service quality and satisfaction variables do not have a significant effect on customer loyalty. Furthermore, there are four dimensions of service quality which consist of Ease of Use, Website Design, Customization, and Assurance can reflect service quality variables. Meanwhile, dimension Responsiveness does not meet the validity of the measurement model, meaning that the variable does not reflect the variable of service quality.

Keywords: *Shopee, SEM, Service quality, Satisfaction, Loyalty.*

