

ABSTRAK

Amelia Putri Utami, Optimalisasi *E-Service Quality* Dan *Market Orientation* Pada *Customer Satisfaction* Produk Fashion Di *E-Commerce* di bawah bimbingan Dr. Suyono, S.E., M.S.M

Tujuan penelitian ini dilakukan yaitu untuk memahami optimalisasi *e-service quality* dan *market orientation* pada komoditas fashion di *e-commerce*. Penelitian ini menambah pengetahuan tentang hubungan *e-service quality* dan *market orientation* pada *customer satisfaction* dalam *e-commerce* terutama pada produk fashion. Pendekatan kuantitatif dengan penyebaran kuesioner sebagai instrumen pengumpulan data yang melibatkan 100 responden dari mahasiswa Fakultas Ekonomi dan Bisnis Universitas Trunojoyo Madura. Variabel penelitian ini mencakup variabel bebas meliputi *e-service quality* (X1) dan *market orientation* (X2), serta variabel terikat yaitu *customer satisfaction* (Y). Hasil analisis menunjukkan bahwa *e-service quality* dan *market orientation* berdampak konstruktif dan substansial pada *customer satisfaction* produk fashion di *e-commerce*.

Kata Kunci: *E-Service Quality, Market Orientation, Customer Satisfaction*

ABSTRAC

Amelia Putri Utami, Optimization of E-Service Quality and Market Orientation on Customer Satisfaction of Fashion Products in E-Commerce under the Guidance of Dr. Suyono, S.E., M.S.M

The purpose of this research is to understand the optimization of e-service quality and market orientation in fashion commodities in e-commerce. This research adds knowledge about the relationship between e-service quality and market orientation on customer satisfaction in e-commerce, especially in fashion products. A quantitative approach with the distribution of questionnaires as a data collection instrument involving 100 respondents from students of the Faculty of Economics and Business, Trunojoyo University of Madura. The variables of this study include independent variables including e-service quality (X1) and market orientation (X2), as well as bound variables, namely customer satisfaction (Y). The results of the analysis show that e-service quality and market orientation have a constructive and substantial impact on customer satisfaction of fashion products in e-commerce.

Keyword: *E-Service Quality, Market Orientation, Customer Satisfaction*