

ABSTRAK

Banyaknya *platform e-commerce* yang bermunculan meningkatkan tingkat persaingan dan memberikan dampak pada perilaku konsumen. TikTok Shop merupakan *platform e-commerce* yang terintegrasi dengan aplikasi TikTok. Penelitian ini bertujuan untuk mengukur tingkat kepuasan pelanggan terhadap layanan TikTok Shop. Penelitian ini menggunakan metode *PIECES Framework* yang mencakup 6 variabel yaitu *performance, information, economics, control and security, efficiency, dan service*. Tahapan penelitian ini terdiri dari identifikasi masalah, studi literatur, penentuan populasi dan sampel, penentuan variabel penelitian, penyusunan kuesioner, pengumpulan data, pengujian data, analisis data, dan hasil (kesimpulan). Pengumpulan data dilakukan dengan menyebarkan kuesioner kepada 100 buyer TikTok Shop sebagai responden. Analisis data dilakukan menggunakan *Customer Satisfaction Index (CSI)*. CSI memiliki kelebihan yang efisien karena tidak hanya memperoleh hasil pengukuran tingkat kepuasan tetapi juga memperoleh informasi terkait atribut yang diinginkan. Hasil dari penelitian ini memperoleh nilai indeks kepuasan pelanggan terhadap layanan TikTok Shop yaitu sebesar 77.79% dalam kriteria Puas. Selain itu, juga memperoleh nilai indeks kepuasan pada masing-masing variabel yang menunjukkan bahwa terdapat 1 variabel yang berada dalam kriteria Sangat Puas yaitu pada variabel *Efficiency* dengan nilai indeks sebesar 81.22% yang menunjukkan bahwa pelanggan TikTok Shop Sangat Puas terhadap sistem karena memiliki tingkat efisiensi yang tinggi ketika sistem tersebut beroperasi. Sedangkan 5 variabel lainnya berada dalam kriteria Puas, dimana pada variabel *Performance* memperoleh nilai indeks sebesar 79.26%, variabel *Information* memperoleh nilai indeks sebesar 76.95%, variabel *Economics* memperoleh nilai indeks sebesar 78.43%, variabel *Control & Security* memperoleh nilai indeks sebesar 79.05%, dan variabel *Service* memperoleh nilai indeks sebesar 73.32%.

Kata Kunci: Analisis kepuasan pelanggan, *PIECES Framework*, TikTok Shop

ABSTRAC

The number of e-commerce platforms that have emerged increases the level of competition and has an impact on consumer behavior. TikTok Shop is an e-commerce platform that is integrated with the TikTok application. This study aims to measure the level of customer satisfaction with TikTok Shop services. This research uses the PIECES Framework method which includes 6 variables, namely performance, information, economics, control and security, efficiency, and service. The stages of this research consist of problem identification, literature study, determination of population and sample, determination of research variables, preparation of questionnaires, data collection, data testing, data analysis, and results (conclusions). Data collection was carried out by distributing questionnaires to 100 TikTok Shop buyers as respondents. Data analysis was carried out using the Customer Satisfaction Index (CSI). CSI has efficient advantages because it not only obtains the results of measuring the level of satisfaction but also obtains information related to the desired attributes. The results of this study obtained a customer satisfaction index value for TikTok Shop services of 77.79% in the Satisfied criteria. In addition, it also obtained a satisfaction index value for each variable which shows that there is 1 variable that is in the Highly Satisfied criteria, namely the Efficiency variable with an index value of 81.22% which indicates that TikTok Shop customers are Very Satisfied with the system because it has a high level of efficiency when the system is operating. While the other 5 variables are in the Satisfied criteria, where the Performance variable obtained an index value of 79.26%, the Information variable obtained an index value of 76.95%, the Economics variable obtained an index value of 78.43%, the Control & Security variable obtained an index value of 79.05%, and the Service variable obtained an index value of 73.32%.

Keywords: *Customer satisfaction analysis, PIECES Framework, TikTok Shop*