

ABSTRACT

EFFECT OF SHOPEE E-COMMERCE SERVICE QUALITY ON CONSUMER SATISFACTION ON FEB UTM STUDENTS SHOPEE USERS

This study aims to determine the effect of service quality with the e-servqual method with dimensions of efficiency, fulfillment, availability, privacy, responsiveness, compensation, contact e-commerce shopee on consumer satisfaction in FEB UTM students. The method used in this research is purposive sampling, which is a sampling technique that takes into account certain things, if it is deemed that the Trunojoyo Madura University students who happen to be met are suitable as data sources with a total sample of 97 respondents. With multiple linear regression analysis method.

The results of this study indicate that 1) Efficiency variable has no effect on consumer satisfaction 2) Fulfillment variable has no effect on consumer satisfaction. 3) The availability variable has an effect on consumer satisfaction. 4) The privacy variable has no effect on consumer satisfaction. 5) The responsiveness variable has no effect on consumer satisfaction. 6) The compensation variable has no effect on consumer satisfaction. 7) The contact variable has no effect on customer satisfaction.

Keywords: *service quality, efficiency, fulfillment, availability, privacy, responsiveness, compensation, contact, customer satisfaction, e-commerce, shopee.*

ABSTRAK

PENGARUH KUALITAS PELAYANAN E-COMMERCE SHOPEE TERHADAP KEPUASAN KONSUMEN PADA MAHASISWA FEB UTM PENGGUNA SHOPEE

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan dengan metode *e-servqual* yang berdimensi *efficiency*, *fulfillment*, *availability*, *privacy*, *responsiveness*, *compensation*, *contact e-commerce* shopee Terhadap kepuasan konsumen pada mahasiswa FEB UTM. Metode yang digunakan dalam penelitian ini adalah *Purposive Sampling* yaitu teknik penentuan sampel dengan mempertimbangkan sesuatu tertentu, bila mana dipandang Mahasiswa Universitas Trunojoyo Madura yang kebetulan ditumui cocok sebagai sumber data dengan jumlah sampel sebanyak 97 responden. Dengan metode analisis regresi linier berganda.

Hasil penelitian ini menunjukkan bahwa 1) Variabel *efficiency* tidak berpengaruh terhadap kepuasan konsumen 2) Variabel *fulfillment* tidak berpengaruh terhadap kepuasan konsumen. 3) Variabel *availability* berpengaruh terhadap kepuasan konsumen. 4) Variabel *privacy* tidak berpengaruh terhadap kepuasan konsumen. 5) Variabel *responsiveness* tidak berpengaruh terhadap kepuasan konsumen. 6) Variabel *compensation* tidak berpengaruh terhadap kepuasan konsumen. 7) Variabel *contact* tidak berpengaruh terhadap kepuasan konsumen.

Kata kunci : kualitas pelayanan, *efficiency*, *fulfillment*, *availability*, *privacy*, *responsiveness*, *compensation*, *contact*, kepuasan konsumen, *e-commerce*, shopee.