

## ABSTRAK

Persoalan dalam kepuasan pelanggan tergantung dalam ulasan dan tanggapan dari pelanggan yang sudah membeli atau menikmati jasa/produk yang diberikan. Tujuan penelitian dari penelitian ini adalah: 1) untuk mengetahui kualitas pelayanan, harga dan kepuasan pelanggan belanja online pada aplikasi Shopee, dan 2) untuk mengetahui dan menganalisis pengaruh kualitas dan harga terhadap kepuasan pelanggan belanja Online pada aplikasi Shopee baik secara parsial maupun simultan.

Metode penelitian diterapkan pada jenis penelitian kuantitatif. Proses pengumpulan data dibantu dengan menggunakan kuesioner, yang hasilnya diolah dengan menerapkan teknik statistik yaitu analisis regresi linier berganda dalam rangka pengujian hipotesis.

Hasil penelitian ini menyimpulkan bahwa: 1) Kualitas pelayanan di aplikasi Shopee termasuk kategori baik berdasarkan nilai total skor sebesar 11836 dengan nilai rata-rata skor sebesar 4,14; harga di aplikasi Shopee termasuk kategori sesuai berdasarkan nilai total skor sebesar 6995 dengan nilai rata-rata skor sebesar 4,08; sedangkan kepuasan pelanggan di aplikasi Shopee termasuk kategori puas berdasarkan nilai total skor sebesar 4666 dengan nilai rata-rata skor sebesar 4,08; dan 2) Hasil pengujian hipotesis membuktikan bahwa terdapat pengaruh positif yang signifikan kualitas pelayanan terhadap kepuasan pelanggan secara parsial di aplikasi Shopee berdasarkan nilai  $t_{hitung}$  sebesar 16,448 pada tingkat signifikansi sebesar 0,000 yang berada di bawah  $\alpha = 0,05$ . Hasil pengujian hipotesis membuktikan bahwa terdapat pengaruh positif yang signifikan harga terhadap kepuasan pelanggan secara parsial di aplikasi Shopee berdasarkan nilai  $t_{hitung}$  sebesar 12,928 pada tingkat signifikansi sebesar 0,000 yang berada di bawah  $\alpha = 0,05$ . Hasil pengujian hipotesis membuktikan bahwa terdapat pengaruh signifikan kualitas pelayanan dan harga terhadap kepuasan pelanggan secara simultan di aplikasi Shopee berdasarkan nilai F hitung sebesar 281,753 pada tingkat sig. F yaitu 0,000 yang lebih kecil dari  $\alpha = 0,05$ . Perubahan kualitas pelayanan dan harga secara simultan berpengaruh sebesar 70,9% terhadap kepuasan pelanggan di aplikasi Shopee, dan sisanya sebesar 29,1% dipengaruhi faktor lain, diantaranya keragaman/variasi produk, promosi yang dilakukan, atau desain/tata letak menu pada aplikasi dan lainnya.

Kata Kunci: Kualitas Pelayanan, Harga, Kepuasan Pelanggan, Aplikasi Shopee

## **ABSTRACT**

*Problems in customer satisfaction depend on the reviews and responses from customers who have purchased or enjoyed the services/products provided. The research objectives of this study were: 1) to determine service quality, price and online shopping customer satisfaction on the Shopee application, and 2) to determine and analyze the effect of quality and price on online shopping customer satisfaction on the Shopee application either partially or simultaneously.*

*The research method is applied to the type of quantitative research. The data collection process was assisted by using a questionnaire, the results of which were processed by applying statistical techniques, namely multiple linear regression analysis in the framework of hypothesis testing.*

*The results of this study conclude that: 1) Service quality in the Shopee application is in the good category based on a total score of 11836 with an average score of 4.14; the price in the Shopee application is in the appropriate category based on a total score of 6995 with an average score of 4.08; while customer satisfaction in the Shopee application is included in the satisfied category based on a total score of 4666 with an average score of 4.08; and 2) The results of hypothesis testing prove that there is a significant positive effect of service quality on customer satisfaction partially in the Shopee application based on a tcount of 16.448 at a significance level of 0.000 which is below  $\alpha = 0.05$ . The results of hypothesis testing prove that there is a significant positive effect of price on customer satisfaction partially in the Shopee application based on a tcount of 12.928 at a significance level of 0.000 which is below  $\alpha = 0.05$ . The results of hypothesis testing prove that there is a significant effect of service quality and price on customer satisfaction simultaneously in the Shopee application based on the calculated F value of 281.753 at the sig level. F is 0.000 which is smaller than  $\alpha = 0.05$ . Changes in service quality and price simultaneously have an effect of 70.9% on customer satisfaction in the Shopee application, and the remaining 29.1% is influenced by other factors, including product variety/variety, promotions carried out, or menu design/layout on applications and other.*

*Keywords: Service Quality, Price, Customer Satisfaction, Shopee Application*