

ABSTRAK

Penelitian ini mengambil judul “Pengaruh Etika Bisnis Terhadap Kepuasan Pelanggan Generasi Z *E-Commerce* Shopee di Kota Bandung”. Penelitian ini bertujuan untuk mengetahui etika bisnis di E-Commerce Shopee, untuk mengetahui kepuasan pelanggan di *E-Commerce* Shopee serta untuk mengetahui seberapa besar pengaruh etika bisnis terhadap kepuasan pelanggan di *E-Commerce* Shopee.

Penelitian ini menggunakan metode kuantitatif dengan jenis penelitian. Pengambilan sampel yakni menggunakan sampling eror dengan sampel berjumlah 100 orang. Teknik analisis data yakni uji deskriptif dan inferensial serta regresi linear sederhana.

Berdasarkan hasil pengujian hipotesis yakni dengan menggunakan uji-T mendapatkan hasil yang signifikan antara etika bisnis terhadap kepuasan pelanggan di E-Commerce Shopee. Hal ini dapat dibuktikan dengan nilai signifikansi pengaruh etika bisnis (X) terhadap kepuasan pelanggan (Y) adalah $0,000 < 0,05$ dan nilai $t_{(hitung)} 7,534 > \text{nilai } t_{(tabel)} 1,984$, maka H_0 ditolak dan H_a diterima. Artinya terdapat pengaruh signifikan antara variabel etika bisnis terhadap variabel kepuasan pelanggan. Berdasarkan koefisien determinasi didapat bahwa korelasi etika bisnis dan kepuasan pelanggan sebesar 36,7% dan 63,3 % dipengaruhi oleh faktor lain yang tidak diteliti oleh peneliti.

Kesimpulan penelitian ini yakni, bahwa etika bisnis berpengaruh terhadap kepuasan pelanggan di *E-Commerce* Shopee sudah termasuk kedalam kategori baik. Sehingga perlu ada faktor lain yang dikembangkan untuk penelitian selanjutnya.

Kata kunci: Etika Bisnis, Kepuasan Pelanggan dan *E-Commerce* Shopee

ABSTRACT

This research is entitled "The Influence of Business Ethics on Shopee E-Commerce Generation Z Customer Satisfaction in Bandung City". This research aims to find out business ethics in Shopee E-Commerce, to find out customer satisfaction in Shopee E-Commerce and to find out how much influence business ethics has on customer satisfaction in Shopee E-Commerce.

This research uses quantitative methods with this type of research. Sampling used sampling error with a sample of 100 people. Data analysis techniques include descriptive and inferential tests and simple linear regression.

Based on the results of hypothesis testing, namely using the T-test, we got significant results between business ethics and customer satisfaction at E-Commerce Shopee. This can be proven by the significance value of the influence of business ethics (X) on customer satisfaction (Y) which is $0.000 < 0.05$ and the $t_{(calculated)}$ value is $7.534 > t_{(table)} 1.984$, so H_0 is rejected and H_a is accepted. This means that there is a significant influence between the business ethics variable on the customer satisfaction variable. Based on the coefficient of determination, it was found that the correlation between business ethics and customer satisfaction was 36.7% and 63.3% influenced by other factors not examined by researchers.

The conclusion of this research is that business ethics has an influence on customer satisfaction at Shopee E-Commerce, which is included in the good category. So there needs to be other factors developed for further research.

Keywords: Business Ethics, Customer Satisfaction and Shopee E-Commerce