

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *online ordering service*, *offline merchant* dan *distribution service* terhadap *customer satisfaction* Sociolla. Populasi dalam penelitian ini adalah konsumen Sociolla di Indonesia. Sampel yang dipergunakan sebanyak 135 responden, dihitung berdasarkan rumus Hair. Metode pengambilan sampel menggunakan metode survei, dengan instrument penelitian adalah kuesioner. Metode analisis data menggunakan *Partial Least Square*. Penelitian ini membuktikan bahwa *online ordering service* berpengaruh positif dan signifikan terhadap *customer satisfaction*. *Offline merchant* berpengaruh positif dan signifikan terhadap *customer satisfaction*. *Distribution service* berpengaruh positif dan signifikan terhadap *customer satisfaction*

Kata Kunci : *Online Ordering Service*, *Offline Merchant*, *Distribution Service*, Sociolla



## **ABSTRACT**

*This study aims to identify the effect of online ordering service, offline merchant and distribution service on the customer satisfaction Sociolla. The population in this study is sociolla consumers in Indonesia. The sample use was 135 respondents. Calculated based on the Hair formula. The sampling method uses purposive sampling. The data analysis method using Partial Least Square. This Study proves that online ordering service has positive and significant effect on customer satisfaction. Offline merchant has positive and significant effect on customer satisfaction. Distribution service has positive and significant effect on customer satisfaction*

*Keywords: Online ordering service, offline merchant, distribution service, customer satisfaction*

