

ABSTRAK

PT. Shopee Indonesia merupakan perusahaan yang bergerak di bidang jual beli secara online. Dalam pelayanannya, masih terdapat masalah dan keluhan pelanggan terhadap kualitas pelayanan *e-commerce* Shopee. Oleh karena itu, dari masalah tersebut diperlukan pengukuran kualitas layanan *e-commerce* Shopee. Penelitian ini menggunakan metode *e-service quality* yang berfokus pada tujuh dimensi yaitu, *Efficiency, Reliability, Fullfillment, Privacy, Responsivness, compensation, dan contact*. Penelitian ini bertujuan untuk mengetahui kualitas layanan *e-commerce* Shopee dan mengetahui atribut mana yang mendapat prioritas utama dalam perbaikan.. Sampel pada penelitian ini berjumlah 120 responden yang merupakan pelanggan *e-commerce* Shopee. Data diperoleh dengan melakukan studi pustaka dan membagikan kuesioner. Penggunaan diagram kartesius didapatkan 36,6% dari atribut pernyataan yang menjadi prioritas utama untuk melakukan perbaikan. Hasil dari penelitian ini mengacu pada kualitas pelayanan Shoope di Indonesia dan kepuasan pelanggan sehingga dapat dijadikan sebagai masukan atau pertimbangan dalam mengembangkan strategi dimasa yang akan datang.

Kata Kunci : *e-commerce, service quality, Shopee, Diagram Kartesius*



UNIVERSITAS
MERCU BUANA

ABSTRACT

PT. Shopee Indonesia is a company engaged in buying and selling online. In its service, there are still problems and customer complaints about the quality of Shopee's e-commerce services. Therefore, from this problem, it is necessary to measure the quality of Shopee's e-commerce services. This study uses an e-service quality method that focuses on seven dimensions, namely, Efficiency, Reliability, Fullfillment, Privacy, Responsivness, compensation, and contact. This study aims to determine the quality of Shopee's e-commerce services and to find out which attributes receive top priority in improvement. The sample in this study amounted to 120 respondents who were Shopee e-commerce customers. The data was obtained by conducting a literature study and distributing questionnaires. The use of Cartesian diagrams obtained 36.6% of the statement attributes that became the main priority for making improvements. The results of this study refer to Shope's service quality in Indonesia and customer satisfaction so that it can be used as input or consideration in developing strategies in the future..

Keywords : *e-commerce, service quality, Shopee, Cartesian Diagram*



UNIVERSITAS
MERCU BUANA