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PENGARUH KUALITAS PELAYANAN CUSTOMER SERVICE TERHADAP  
KEPUASAN PELANGGAN SHOPEE INDONESIA (Survei Pada Twitter  
@ShopeeCare)

Jumlah Halaman : 65 Halaman + 14 Lampiran  
Bibliografi : 19 Buku + 4 Jurnal + 1 Internet

### ABSTRAK

Dalam era globalisasi saat ini, tren pengguna marketplace di Indonesia tumbuh semakin cepat dan pesat dalam beberapa tahun terakhir. Salah satunya Shopee yang menawarkan beragam fitur-fitur menarik untuk bersaing memperoleh keunggulan yang kompetitif dalam hal kualitas pelayanan yang dimana akan berdampak terhadap kepuasan para pelanggannya.

Penelitian ini bertujuan untuk meneliti seberapa besar pengaruh kualitas pelayanan *customer service* terhadap kepuasan pelanggan Shopee. Teori yang digunakan dalam penelitian ini adalah komunikasi, public relations, customer relations, kualitas pelayanan, customer service, kepuasan pelanggan, dan media sosial twitter.

Metode penelitian menggunakan metode kuantitatif dan jenis penelitian eksplanatif dengan metode survei. Sampel dalam penelitian ini adalah pengguna atau pelanggan Shopee yang sudah pernah menggunakan layanan Shopee (@ShopeeCare) yang berjumlah 100 responden. Teknik penarikan sampel menggunakan teknik purposive sampling. Teknik pengumpulan data dengan menggunakan kuesioner.

Berdasarkan hasil penelitian dan analisis data yang telah dilakukan, diperoleh hasil bahwa kualitas pelayanan *customer service* berpengaruh positif dan signifikan terhadap kepuasan pelanggan Shopee Indonesia.

**Kata Kunci:** kualitas pelayanan, kepuasan pelanggan, twitter @ShopeeCare



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THE INFLUENCE OF SERVICE QUALITY CUSTOMER SERVICE ON  
CUSTOMER SATISFACTION SHOPEE INDONESIA

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**ABSTRACT**

In the current era of globalization, the trend of marketplace users in Indonesia is growing faster in recent years. One of them is Shopee, which offers a variety of attractive features to compete for a competitive advantage in terms of service quality which will have an impact on customer satisfaction.

The purpose of this research is to determine how much influence of service quality customer service on customer satisfaction at Shopee. A theory that used in this research was the communication, public relations, customer relations, quality service, customer service, customer satisfaction, and twitter social media.

Research methodology uses the method of a quantitative approach and the kind of explanatory research with a survey method. A sample in this research are users and has been using Shopee services (@ShopeeCare) which consisted of 100 respondents. The sampling technique used was purposive sampling technique. For the data collection it was used questionnaires

Based on the results of the research and data analysis that has been done, the results show that the service quality customer service has a positive and significant effect on customer satisfaction of Shopee Indonesia.

**Keywords:** service quality, customer satisfaction, twitter @ShopeeCare