

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh harga dan layanan terhadap loyalitas pelanggan *Shopee* melalui kepuasan pelanggan. Teknologi mengubah setiap aspek kehidupan termasuk dunia bisnis. Aspek tersebut muncul dengan munculnya berbagai situs *e-commerce*, salah satunya *Shopee*. Penelitian ini menggunakan pendekatan kuantitatif deskriptif dengan variabel independen persepsi harga (X1), layanan *E-commerce* (X2) dan Kepuasan Pelanggan (Z) dan variabel dependennya adalah loyalitas pelanggan *Shopee* (Y). Teknik penelitian ini menggunakan teknik *non probability sampling* dengan metode *purposive sampling*. Teknik pengumpulan data dalam penelitian ini menggunakan wawancara, kuesioner dan studi kepustakaan. Metode analisis yang digunakan adalah *component* atau *variance based structural equation model* di mana dalam pengolahan datanya menggunakan program *Partial Least Square* (Smart-PLS). Hasil penelitian ini menyatakan bahwa persepsi harga berpengaruh negatif terhadap loyalitas pelanggan *Shopee*, kualitas layanan berpengaruh positif signifikan terhadap loyalitas pelanggan *Shopee* dan kepuasan tidak berpengaruh terhadap loyalitas pelanggan *Shopee*. Harga tidak berpengaruh terhadap kepuasan dan kualitas layanan berpengaruh positif signifikan terhadap kepuasan.

Kata Kunci: Persepsi Harga, Layanan, Kepuasan, Loyalitas Pelanggan, *Shopee*



ABSTRACT

This study aims to determine the effect of price and service on Shopee customer loyalty through customer satisfaction. Technology changes every aspect of life including the business world. This aspect arises with the emergence of various e-commerce sites, one of which is Shopee. This study uses a descriptive quantitative approach with the independent variables price (X1), E-commerce services (X2) and Customer Satisfaction (Z) and the dependent variable is Shopee customer loyalty (Y). This research technique uses a nonprobability sampling technique with a purposive sampling method. Data collection techniques in this research used interviews, questionnaires and literature study. The analytical method used is component or variance based structural equation model where the data processing uses the Partial Least Square (Smart-PLS) program. The results of this research state that price has a negative effect on Shopee customer loyalty, service quality has a significant positive effect on Shopee customer loyalty and satisfaction has no effect on Shopee customer loyalty. Price has no effect on satisfaction and service quality has a significant positive effect on satisfaction.

Keywords: *Price Perception, Service, Satisfaction, Customer Loyalty, Shopee*

