

## ABSTRAK

Skripsi dengan judul “Pengaruh Kepercayaan, Keamanan, Kualitas Pelayanan dan Produk serta Pelayanan Jasa Pengiriman terhadap Loyalitas Konsumen Shopee (Studi Kasus Konsumen Pelanggan Shopee)” yang ditulis oleh Annisa Mar’atu Solekah, NIM. 12402183312 Jurusan Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam, UIN Sayyid Ali Rahmatullah Tulungagung dengan pembimbing Prof. Dr. Iffatin Nur, M.Ag.

Perkembangan diera globalisasi dapat dimanfaatkan untuk pelaku usaha memasarkan produk atau barangnya, sehingga dapat menguntungkan dan memperluas jangkauan dagangan dengan aplikasi Shopee, yang mengutamakan kepercayaan, keamanan, kualitas pelayanan, kualitas produk, dan pelayanan jasa pengiriman bagi konsumen, sehingga konsumen merasa aman dalam melakukan transaksi secara online. Sehingga itu Shopee dipercaya sebagai marketplace yang memberikan kesan baik kepada pelanggannya.

Rumusan masalah: (1) Bagaimana pengaruh kepercayaan terhadap loyalitas konsumen belanja Shopee kepada pelanggannya. (2) Bagaimana pengaruh keamanan terhadap loyalitas konsumen Shopee kepada pelanggannya. (3) Bagaimana pengaruh kualitas pelayanan terhadap loyalitas konsumen Shopee kepada pelanggannya. (4) Bagaimana pengaruh kualitas produk terhadap loyalitas konsumen Shopee kepada pelanggannya. (5) Bagaimana pengaruh pelayanan jasa ekspedisi terhadap loyalitas konsumen Shopee kepada pelanggannya. (6) Bagaimana pengaruh kepercayaan, kualitas pelayanan dan produk, keamanan juga pelayanan jasa ekspedisi terhadap loyalitas konsumen Shopee kepada pelanggannya

Penelitian ini menggunakan penelitian kuantitatif. Dalam penelitian ini data yang digunakan adalah data primer dan sekunder. Teknik pengambilan sampel menggunakan metode *non probability sampling* dengan teknik *accidental sampling*. Dalam menganalisis hal tersebut, maka digunakan uji validitas, uji reliabilitas, uji normalitas, uji multikolinieritas, uji heteroskedastisitas, uji regresi linier berganda, uji t parsial, uji f simultan, dan koefisien determinasi.

Hasil penelitian: (1) kepercayaan berpengaruh signifikan terhadap loyalitas konsumen Shopee pada para pelanggannya, hasil uji t parsial 3,592 (2) keamanan tidak berpengaruh negatif signifikan terhadap loyalitas konsumen Shopee pada para pelanggannya, hasil uji t parsial -1,881 (3) kualitas pelayanan berpengaruh signifikan terhadap loyalitas konsumen Shopee pada para pelanggannya, hasil uji t parsial 13,044 (4) kualitas produk tidak berpengaruh signifikan terhadap loyalitas konsumen Shopee pada para pelanggannya, hasil uji t parsial 1,111 (5) pelayanan jasa pengiriman berpengaruh signifikan terhadap loyalitas konsumen Shopee pada para pelanggannya, hasil uji t parsial 5,37 (6) kepercayaan, keamanan, kualitas pelayanan dan produk serta pelayanan jasa pengiriman secara simultan berpengaruh signifikan terhadap loyalitas konsumen Shopee pada para pelanggannya, hasil uji f simultan 82,964.

**Kata Kunci:** Kepercayaan, Keamanan, Kualitas Pelayanan, Kualitas Produk, Pelayanan Jasa Pengiriman, Loyalitas Konsumen

## ABSTRACT

*Thesis with the title "The Influence of Trust, Security, Quality of Service and Products and Delivery Services on Shopee Consumer Loyalty (Case Study of Shopee Customers)" written by Annisa Mar'atu Solekah, NIM. 12402183312 Department of Islamic Economics, Faculty of Economics and Islamic Business, UIN Sayyid Ali Rahmatullah Tulungagung with the supervisor of Prof. Dr. Iffatin Nur, M.Ag.*

*Developments in the era of globalization can be used for business actors to market their products or goods, so that they can benefit and expand the reach of merchandise with the Shopee application, which prioritizes trust, security, service quality, product quality, and delivery services for consumers, so that consumers feel safe in making transactions. by online. So that Shopee is trusted as a marketplace that gives a good impression to its customers.*

*The formulation of the problem in this study include: (1) How is the influence of trust on Shopee shopping consumer loyalty to its customers. (2) How does security affect Shopee's consumer loyalty to its customers. (3) How does service quality affect Shopee's consumer loyalty to its customers. (4) How does product quality affect Shopee's consumer loyalty to its customers. (5) How is the effect of shipping services on Shopee consumer loyalty to its customers. (6) How do trust, service and product quality, security and shipping services affect Shopee consumer loyalty to its customers?*

*This research uses quantitative research. In this study the data used are primary and secondary data, as a measurement in this study using a Likert scale. The respondents in this study were Shopee consumers. The sampling technique used non-probability sampling method with accidental sampling technique. Data collection techniques by distributing online questionnaires to respondents. In proving and analyzing this, validity test, reliability test, classical assumption test (normality test, multicollinearity test, heteroscedasticity test), multiple linear regression test, hypothesis testing (partial t test and simultaneous f test) are used, and the coefficient of determination.*

*The results of the study: (1) trust has a significant effect on Shopee consumer loyalty to its customers, partial t test results are 3.592 (2) security does not have a significant negative effect on Shopee consumer loyalty to its customers, partial t test results are -1.881 (3) service quality has an effect significant effect on Shopee consumer loyalty to its customers, partial t test results 13,044 (4) product quality has no significant effect on Shopee consumer loyalty to its customers, partial t test results 1.111 (5) delivery service has a significant effect on Shopee consumer loyalty to its customers , the results of the partial t test of 5.37 (6) trust, security, quality of service and products as well as delivery services simultaneously have a significant effect on Shopee consumer loyalty to their customers, the results of the simultaneous f test are 82,964*

**Keywords:** Trust, Security, Service Quality, Product Quality, Delivery Service, Consumer Loyalty  
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