

ABSTRAK

Skripsi dengan judul “Pengaruh Kepuasan Konsumen terhadap Loyalitas Konsumen pada *Marketplace* Shopee (Studi Kasus Mahasiswa FEBI Jurusan Ekonomi Syariah IAIN Tulungagung Angkatan 2016” ini ditulis oleh Salsabela Eka Riswandhani, NIM 17402163295, Jurusan Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam, IAIN Tulungagung, Pembimbing Nurul Fitri Ismayanti, M.E.I.

Penelitian ini dilatarbelakangi oleh meningkatnya penggunaan internet di Indonesia menjadikan sebuah peluang usaha oleh sebagian masyarakat. Namun tidak semua masyarakat menggunakan internet untuk usaha online, sebagian masyarakat menggunakan internet untuk kegiatan belanja online. Ada beberapa perusahaan online di Indonesia dan salah satunya adalah Shopee. Untuk menghadapi persaingan antar perusahaan maka perusahaan meningkatkan kepuasan konsumen guna mempertahankan loyalitas konsumen.

Rumusan masalah dalam penelitian ini adalah : 1) Apakah kualitas pelayanan berpengaruh signifikan terhadap loyalitas konsumen pada toko online di *Marketplace* Shopee 2) Apakah kualitas produk berpengaruh signifikan terhadap loyalitas konsumen pada toko online di *Marketplace* Shopee 3) Apakah faktor emosional berpengaruh signifikan terhadap loyalitas konsumen pada toko online di *Marketplace* Shopee 4) Apakah harga berpengaruh signifikan terhadap loyalitas konsumen pada toko online di *Marketplace* Shopee 5) Apakah dana tambahan berpengaruh signifikan terhadap loyalitas konsumen pada toko online di *Marketplace* Shopee 6) Apakah kepuasan nasabah berpengaruh secara simultan terhadap loyalitas konsumen pada toko online di *Marketplace* Shopee.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif dengan teknik pengambilan *simple random sampling*. Data kuesioner dianalisis menggunakan uji regresi linier berganda dengan memenuhi uji validitas, uji reliabilitas, uji asumsi klasik, uji hipotesis serta uji koefisien determinasi.

Hasil penelitian menunjukkan bahwa : 1) secara parsial kualitas pelayanan memberikan pengaruh positif dan signifikan terhadap loyalitas konsumen pada toko online di *Marketplace* Shopee 2) Secara parsial kualitas produk memberikan pengaruh positif dan signifikan terhadap loyalitas konsumen pada toko online di *Marketplace* Shopee 3) secara parsial faktor emosional memberikan pengaruh positif dan signifikan terhadap loyalitas konsumen pada toko online di *Marketplace* Shopee 4) secara parsial harga memberikan pengaruh negative tetapi tidak signifikan terhadap loyalitas konsumen pada toko online di *Marketplace* Shopee 5) secara parsial biaya tambahan memberikan pengaruh negative tetapi tidak signifikan terhadap loyalitas konsumen pada toko online di *Marketplace* Shopee 6) Secara simultan pada variabel independen yaitu kepuasan nasabah terhadap variabel dependen yaitu loyalitas konsumen maka hasilnya menunjukkan bahwa variabel tersebut secara bersama-sama memberikan pengaruh positif dan signifikan terhadap loyalitas konsumen pada toko online di *Marketplace* Shopee

Kata Kunci : *kualitas pelayanan, kualitas produk, faktor emosional, harga, biaya tambahan, loyalitas konsumen*

ABSTRACT

Thesis with the title “The Effect of Consumer Satisfaction on Consumer Loyalty in the Shopee Marketplace (Case Study of FEBI Students, Islamic Economics Department IAIN Tulungagung Class 2016) was written by Salsabela Eka Riswandhani, NIM 17402163295, Department of Sharia Economics, Faculty of Islamic Economics and Business, IAIN Tulungagung, Advisor Nurul Fitri Ismayanti, M.E.I.

This research is motivated by the increasing use of the internet in Indonesia, making it a business opportunity for some people. However, not all people use the internet for online business, some people use the internet for online shopping activities. There are several online companies in Indonesia and one of them is Shopee. To face competition between companies, the company increases customer satisfaction in order to maintain customer loyalty.

The formulation of the problem in this study are : 1) Does service quality have a significant effect on consumer loyalty to online stores in the Shopee Marketplace 2) Does product quality have a significant effect on consumer loyalty at online stores in the Shopee Marketplace 3) Does emotional factor have a significant effect on consumer loyalty at online stores in the Shopee Marketplace 4) Does price have a significant effect on consumer loyalty at online stores in the Shopee Marketplace 5) Does additional funds significantly effect on consumer loyalty at online stores in the Shopee Marketplace 6) Does customer satisfaction have a simultaneous effect on consumer loyalty at online stores in the Shopee Marketplace.

This research uses a quantitative approach with associative research type with simple random sampling technique. The questionnaire data were analyzed using multiple linier regression by fulfilling the validity test, reliability test, classical assumption test, hypothesis testing and coefficient of determination test.

The result show that : 1) partially the quality of service has a positive and significant influence on consumer loyalty to online stores in the Shopee marketplace 2) partially product quality has a positive and significant influence on consumer loyalty to online stores in the Shopee marketplace 3) partially the factor emotional has a positive and significant influence on consumer loyalty to online stores in the Shopee marketplace 4) partially the price has a negative but not significant effect on consumer loyalty to online stores in the Shopee marketplace 5) partially the additional costs have a negative but not significant effect on consumer loyalty to online stores in the Shopee marketplace 6) Simultaneously on the independent variable, namely customer satisfaction with the independent variable, namely consumer loyalty, the results show that these variables together have a positive and significant influence on cunsomer loyalty to online stories on the Shopee Marketplace

Keywords : *service quality, product quality, emotional factors, proce, additional costs, consumer loyalty*