

## ABSTRAK

Skripsi dengan judul “Pengaruh Promosi, Kemudahan Pembayaran, Responsivitas Layanan, dan Minat Beli terhadap Kepuasan Konsumen Pada *Platform* ShopeeFood” (Studi Kasus Pada Pemakai *Platform* ShopeeFood Mahasiswa FEBI UIN Sayyid Ali Rahmatullah Tulungagung Angkatan 2021) yang ditulis oleh Rizky Adhelia, NIM 126405213215, Program Studi Manajemen Bisnis Syariah, Jurusan Bisnis dan Manajemen, Fakultas Ekonomi dan Bisnis Islam, dengan dosen pembimbing Ibu Ayu Febri Puspitasari, M.AB.

**Kata Kunci:** Promosi, Kemudahan Pembayaran, Responsitas Layanan, Minat Beli, Kepuasan Konsumen

Penelitian ini dilatarbelakangi oleh perkembangan teknologi digital yang mendorong pertumbuhan *e-commerce*, termasuk *platform* pesan-antar makanan seperti ShopeeFood. Fenomena persaingan layanan pesan-antar makanan berbasis digital menuntut perusahaan untuk mampu memahami faktor-faktor yang mempengaruhi perilaku konsumen, khususnya dalam menciptakan minat dan kepuasan dalam menggunakan *platform* ShopeeFood.

Penelitian ini bertujuan untuk menguji (1) Pengaruh promosi terhadap minat beli pada *platform* ShopeeFood. (2) Pengaruh promosi terhadap kepuasan konsumen pada *platform* ShopeeFood. (3) Pengaruh kemudahan pembayaran terhadap minat beli pada *platform* ShopeeFood. (4) Pengaruh kemudahan pembayaran terhadap kepuasan konsumen *platform* ShopeeFood. (5) Pengaruh responsivitas layanan terhadap minat beli *platform* ShopeeFood. (6) Pengaruh responsivitas layanan terhadap kepuasan konsumen pada *platform* ShopeeFood. (7) Pengaruh minat beli terhadap kepuasan konsumen pada *platform* ShopeeFood. (8) Pengaruh promosi, kemudahan pembayaran, responsivitas layanan, dan minat beli terhadap kepuasan konsumen pada *platform* ShopeeFood.

Penelitian ini menggunakan pendekatan kuantitatif dengan metode penelitian asosiatif. Teknik dalam pengambilan sampel menggunakan *non probability sampling* dengan menggunakan teknik *purposive sampling*. Data yang digunakan adalah data primer yang diperoleh dari 100 kuesioner yang dibagikan kepada konsumen. Teknik analisis data yang digunakan adalah *SmartPLS 4*.

Hasil dari penelitian didapatkan: (1) Promosi tidak berpengaruh signifikan terhadap minat beli. (2) Promosi tidak berpengaruh signifikan terhadap kepuasan konsumen. (3) Kemudahan pembayaran tidak berpengaruh signifikan terhadap minat beli. (4) Kemudahan pembayaran tidak berpengaruh signifikan terhadap kepuasan konsumen. (5) Responsivitas layanan tidak berpengaruh signifikan terhadap minat beli. (7) Minat beli berpengaruh signifikan terhadap kepuasan konsumen terhadap *platform* ShopeeFood pada Mahasiswa FEBI UIN Sayyid Ali Rahmatullah Tulungagung.

## ABSTRACT

This thesis, entitled "The Influence of Promotion, Ease of Payment, Service Responsiveness, and Purchase Intention on Consumer Satisfaction on the ShopeeFood Platform" (A Case Study of ShopeeFood Platform Users, FEBI Students at UIN Sayyid Ali Rahmatullah Tulungagung, Class of 2021), was written by Rizky Adhelia, Student ID Number 126405213215, Sharia Business Management Study Program, Department of Business and Management, Faculty of Islamic Economics and Business, with supervisor Ms. Ayu Febri Puspitasari, M.AB.

**Keywords:** Promotion, Ease of Payment, Service Responsiveness, Purchase Intention, Consumer Satisfaction

This research is motivated by the development of digital technology that has driven the growth of e-commerce, including food delivery platforms like ShopeeFood. The competitive phenomenon of digital-based food delivery services requires companies to understand the factors that influence consumer behavior, particularly in creating interest and satisfaction in using the ShopeeFood platform.

This study aims to examine (1) the effect of promotions on purchase intention on the ShopeeFood platform. (2) the effect of promotions on consumer satisfaction on the ShopeeFood platform. (3) the effect of payment convenience on purchase intention on the ShopeeFood platform. (4) the effect of payment convenience on consumer satisfaction on the ShopeeFood platform. (5) the effect of service responsiveness on purchase intention on the ShopeeFood platform. (6) the effect of service responsiveness on consumer satisfaction on the ShopeeFood platform. (7) the effect of purchase intention on consumer satisfaction on the ShopeeFood platform. (8) the effect of promotions, payment convenience, service responsiveness, and purchase intention on consumer satisfaction on the ShopeeFood platform.

This study used a quantitative approach with an associative research method. The sampling technique used non-probability sampling with purposive sampling. The data used were primary data obtained from 100 questionnaires distributed to consumers. The data analysis technique used was SmartPLS 4.

The results of the study showed: (1) Promotions had no significant effect on purchase intention. (2) Promotions had no significant effect on consumer satisfaction. (3) Payment convenience had no significant effect on purchase intention. (4) Ease of payment does not have a significant effect on consumer satisfaction. (5) Service responsiveness does not have a significant effect on purchasing interest. (7) Purchasing interest has a significant effect on consumer satisfaction with the ShopeeFood platform for FEBI UIN Sayyid Ali Rahmatullah Tulungagung students.