

FAKTOR-FAKTOR YANG MEMPENGARUHI KEPUASAN KONSUMEN DALAM *ONLINE SHOP*

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ABSTRAK

Penelitian ini bertujuan untuk menguji faktor-faktor yang mempengaruhi kepuasan konsumen dalam berbelanja secara online (*Online shop*). Penelitian ini menggunakan data primer yang berasal dari 100 responden yang pernah berbelanja *Online shop*. Data dikumpulkan melalui penyebaran kuesioner dengan menggunakan teknik *purposive sampling*. Hasil penelitian dengan analisis regresi linear menunjukkan bahwa variabel *Efficiency*, *Reliability*, *Fulfillment* dan *Privacy* secara bersama-sama berpengaruh positif dan signifikan terhadap kepuasan konsumen dalam berbelanja *online*, dimana 21,6% variabel Kepuasan Konsumen dapat dijelaskan oleh variabel *Efficiency*, *Reliability*, *Fulfillment* dan *Privacy*. Hasil uji parsial didapat bahwa tiga variabel bebas yaitu *Efisiensi*, *Reliabilitas*, *Fulfillment* secara sendiri-sendiri tidak berpengaruh signifikan terhadap Kepuasan Konsumen, sedangkan variabel *Privacy* berpengaruh signifikan terhadap Kepuasan Konsumen.

Kata kunci: *Efficiency*, *Reliability*, *Fulfillment*, *Privacy* dan Kepuasan Konsumen

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FACTORS THAT AFFECTING CUSTOMER SATISFACTION IN ONLINE SHOP

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ABSTRACT

This research aims to examine the factors that affect customer satisfaction in online shopping. This research uses primary data collected from 100 respondents who had shopped online. Data was collected through questionnaire distribution using purposive sampling technique. The result from linear regression analysis shows that Efficiency, Reliability, Fullfilment and Privacy variables together have a positive and significant impact on customer satisfaction in online shopping, of which 21.6% customer satisfaction variable are represented by Efficiency, Reliability, Fullfilment and Privacy variables. Partial analysis shows that three independent variables which are Efficiency, Reliability and Fulfillment individually do not significantly impact Customer Satisfaction, whereas Privacy variable significantly impacts Customer Satisfaction.

Key words: Efficiency, Reliability, Fulfillment, Privacy, Customer Satisfaction

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