

**PENGARUH KUALITAS PELAYANAN DAN KEPUASAN
TERHADAP LOYALITAS KONSUMEN
E-COMMERCE B2C DI JAKARTA SELATAN**

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan dan kepuasan terhadap loyalitas konsumen *e-commerce* B2C di Jakarta Selatan. Data primer dan sekunder dikumpulkan. Data sekunder dikumpulkan dari berbagai sumber seperti jurnal, buku dan publikasi lain yang terkait. Data primer dikumpulkan dengan menggunakan kuesioner yang dibagikan kepada responden dengan sasaran di Jakarta Selatan. Penelitian ini menggunakan teknik *purposive sampling*, dan terkumpul sebanyak 110 responden. Berbagai uji statistik digunakan seperti uji validitas, uji reliabilitas dan uji asumsi klasik. Penelitian juga menggunakan metode analisis regresi berganda, dan ditemukan bahwa kualitas pelayanan tidak secara signifikan mempengaruhi loyalitas konsumen. Sementara itu, kepuasan memiliki efek positif dan signifikan terhadap loyalitas konsumen. Kualitas pelayanan dan kepuasan bersama-sama memiliki pengaruh positif dan signifikan terhadap loyalitas konsumen. Disarankan bahwa perusahaan dapat meningkatkan *emotional factor* terhadap konsumen, sehingga nantinya konsumen dapat terus berminat untuk berbelanja pada perusahaan langganannya. Penelitian lebih lanjut diharapkan mampu mencakup tempat pengambilan responden yang lebih luas seperti pada kota-kota lainnya di Indonesia.

Kata Kunci: kualitas pelayanan, kepuasan, loyalitas.

THE EFFECT OF SERVICE QUALITY AND SATISFACTION ON LOYALTY OF B2C E-COMMERCE CUSTOMERS

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ABSTRACT

This study aims to analyze the effect of service quality and satisfaction on loyalty of B2C e-commerce customers. Both primary and secondary data were gathered. Secondary data were gathered from various sources such as journals, books and other related publications. Primary data were collected using questionnaire which were distributed to the target respondents in South Jakarta. Using a purposive sampling technique, a total of 110 respondents were gathered. Various statistical tests such as validity, reliability and classical assumptions tests were employed. Using a multiple regression analysis, partially, it was found that service quality did not significantly affect customer loyalty. Meanwhile, satisfaction had a positive and significant effect on customer loyalty. Service Quality and Satisfaction jointly had a positive and significant effect on customer loyalty. It is suggested that company can increase emotional factor to the customers, thus customers can be interested to shop. Further research is expected to include wider scope of correspondents to other cities of Indonesia.

Keywords: service quality, satisfaction, loyalty.