

Abstract

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EFFECT OF THE QUALITY OF SHOPEE APPLICATION SERVICE ON CUSTOMER SATISFACTION

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(xii + 32 + attachment)

In an era like today, people's lifestyles are increasingly instant because they have high mobility, so that many companies are competing to create new practical innovations for customer satisfaction. Shopee is an e-commerce that has applications to make it easier for someone to find, buy, or even sell a product or service. Sales systems like this must pay close attention to the quality of service provided to consumers so that customer satisfaction is formed. Therefore, this research uses the uses and effect theory to be able to see what effects occur to consumers after using the Shopee application and seeing the services provided to consumers. This research uses quantitative methods and positivism paradigm. The data collection technique used a survey method in the form of a questionnaire to research respondents using purposive sampling method. Based on the results of the study, there is an influence between the service quality of the Shopee application on customer satisfaction. Based on research on 100 respondents. In this study, there is an influence between service quality and customer satisfaction.

Bibliography (1984 - 2020)