

ABSTRAK

Pengaruh Promosi Dan *E-Service Quality* Terhadap Kepuasan Pelanggan

Shopeepay

(Survei Pada Pengguna Shopeepay Di Alfamart CBP Galuhmas Karawang)

Desi Komala Sari

Program Studi Manajemen

Fakultas Ekonomi dan Bisnis, Universitas Buana Perjuangan Karawang

Penelitian ini bertujuan untuk mengetahui, menganalisis dan menjelaskan: (1) korelasi antara promosi dengan *e-service quality*; (2) pengaruh promosi secara parsial terhadap kepuasan pelanggan Shopeepay; (3) pengaruh *e-service quality* secara parsial terhadap kepuasan pelanggan Shopeepay; (4) pengaruh promosi dan *e-service quality* secara simultan terhadap kepuasan pelanggan Shopeepay. Penelitian ini menggunakan metode *explanatory survey* dengan pendekatan kuantitatif. Teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah sampel sebanyak 171 responden. Teknik analisis data yang digunakan adalah analisis jalur (*Path Analysis*).

Berdasarkan hasil analisis menunjukkan bahwa terdapat korelasi antara promosi dengan *e-service quality* yang memiliki nilai koefisien korelasi (r) sebesar 0,621 dan mempunyai tingkat hubungan yang kuat. Secara parsial promosi berpengaruh positif dan signifikan terhadap kepuasan pelanggan sebesar 0,241. *E-service quality* secara parsial berpengaruh positif dan signifikan terhadap kepuasan pelanggan sebesar 0,504. Secara simultan promosi dan *e-service quality* berpengaruh positif dan signifikan terhadap kepuasan pelanggan sebesar 46,3%, sedangkan sisanya sebesar 53,7% merupakan pengaruh variabel lain yang tidak diteliti.

Kata kunci: Promosi; *E-Service Quality*; Kepuasan Pelanggan; Shopeepay; Alfamart

ABSTRACT

The Effect of Promotion and E-Service Quality on ShopeePAY Customer Satisfaction

(Survey of ShopeePAY Users at Alfamart CBP Galuhmas Karawang)

Desi Komala Sari

Management Study Program

Faculty of Economics and Business, Universitas Buana Perjuangan Karawang

This study aims to determine, analyze and explain: (1) the correlation between promotion and e-service quality; (2) partial effect of promotion on ShopeePAY customer satisfaction; (3) the effect of e-service quality partially on ShopeePAY customer satisfaction; (4) the effect of promotion and e-service quality simultaneously on ShopeePAY customer satisfaction. This study uses an explanatory survey method with a quantitative approach. The sampling technique used purposive sampling with a total sample of 171 respondents. The data analysis technique used to answer the hypothesis is path analysis.

Based on the analysis results show that there is a correlation between promotion and e-service quality which has a correlation coefficient (r) of 0,621 and has a strong level of relationship. Partially, promotion has a positive and significant effect on customer satisfaction of 0,241. E-service quality partially positive and significant effect on customer satisfaction of 0,504. Simultaneously promotion and e-service quality have a positive and significant effect on customer satisfaction by 46,3%, while the remaining 53,7% is the influence of other variables that are not examined.

Keywords: *Promotion; E-Service Quality; Customer Satisfaction; ShopeePAY; Alfamart*