

ABSTRAK

Nama : Ziennia Vimellia Kusnadi

Program Studi : Manajemen

Judul : Analisis Faktor-Faktor yang Mempengaruhi Kualitas Pelayanan konsumen Marketplace Shopee (Studi kasus Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Buana Perjuangan Karawang)

Penelitian ini bertujuan untuk mengetahui pengaruh dari setiap dimensi kualitas layanan elektronik (e-service quality) yaitu efficiency, reliability, fulfilment, privacy, responsiveness, compensation, dan contact konsumen shopee mahasiswa Fakultas Ekonomi dan Bisnis Universitas Buana Perjuangan Karawang, serta untuk mengetahui variabel yang paling dominan. Sampel dalam penelitian ini sebanyak 140 responden Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Buana Perjuangan Karawang. Penelitian ini menggunakan metode deskriptif verifikatif dengan pendekatan kuantitatif. Hasil penelitian dapat di tarik kesimpulan bahwa dari 20 sub variabel dapat direduksi menjadi 5 faktor yaitu faktor kompensasi, privasi, efisiensi, reliability, fulfilment dan responsiveness. Faktor kompensasi ya itu faktor 1 memiliki pengaruh paling dominan dengan nilai varians 31.542%.

Kata kunci : Kualitas Layanan

ABSTRACT

Name : Ziennia Vimellia Kusnadi
Study Program : Management
Title : *Analysis of Factors Affecting the Quality of Shopee Marketplace Consumer Service (Case Study of Students of the Faculty of Economics and Business, University of Buana Perjuangan Karawang)*

This study aims to determine the effect of each dimension of electronic service quality (e-service quality), namely efficiency, reliability, fulfillment, privacy, responsiveness, compensation, and shopee consumer contact for students of the Faculty of Economics and Business, University of Buana Perjuangan Karawang, and to determine the variables most dominant. The sample in this study were 140 respondents from the Faculty of Economics and Business, University of Buana Perjuangan Karawang. This research uses descriptive verification method with a quantitative approach. The results can be concluded that the 20 sub-variables can be reduced to 5 factors, namely compensation, privacy, efficiency, reliability, fulfillment and responsiveness. The compensation factor, yes, factor 1 has the most dominant influence with a variance value of 31,542%.

Keywords: Quality of Service