

## ABSTRAK

**Trie Paradita Sagala**  
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**Pengaruh *E-Service Quality* Terhadap Loyalitas Pelanggan Pada Shopee**

Perkembangan teknologi yang sangat cepat telah memberikan perubahan secara signifikan, mulai dari kualitas layanan (*service quality*) menjadi kualitas layanan secara elektronik (*electronic-service quality*) dan juga membuka peluang bagi para pelaku usaha untuk mengembangkan kegiatan bisnis secara online. Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh variabel *efficiency*, *fulfillment*, *system availability*, *privacy* dan *touch point* terhadap loyalitas pelanggan pada Shopee baik secara simultan maupun secara parsial. Penelitian ini menggunakan pendekatan kuantitatif yang dilakukan dengan mengumpulkan sampel pengguna Shopee di Provinsi Sumatera Utara menggunakan media kuesioner. Analisis data menggunakan metode regresi linier berganda. Hasil penelitian menunjukkan bahwa secara simultan variabel *efficiency*, *fulfillment*, *system availability*, *privacy* dan *touch point* berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Sementara secara parsial *efficiency* dan *fulfillment* tidak berpengaruh terhadap loyalitas pelanggan.

**Kata Kunci:** kualitas e-service, loyalitas pelanggan, kepuasan pelanggan, regresi linier berganda

### **Abstract:**

*The development of technology has made significant changes, starting from service quality to electronic service quality and also as an opportunities for businessman to develop online business activities. The object of this study is to determine and analyze the effect of the variables efficiency, fulfillment, system availability, privacy and touch points on customer loyalty at Shopee both simultaneously and partially. This research uses a quantitative approach which is carried out by collecting a sample of Shopee users in Province of North Sumatra using a questionnaire. Data analysis using multiple linear regression method. Based on this research, it was found that simultaneously the efficiency, fulfillment, system availability, privacy and touch point variables had a positive and significant effect on customer loyalty. Meanwhile, partially, efficiency and fulfillment have no effect on customer loyalty.*

**Keywords:** e-service quality, costumer loyalty, costumer satisfaction, multiple linear regression