ABSTRACT

ANALYSIS OF CUSTOMER SATISFACTION LEVEL ON THE QUALITY OF JD.ID E-COMMERCE APPLICATION SERVICES USING THE E-SERVQUAL METHOD

Oleh

Rizka Septiana Putri

18103025

Advances in technology that are growing rapidly make it easier for someone to find information. One form of technological advancement is the existence of E-commerce, which is a place to shop online that provides a variety of daily needs so that it can make it easier for consumers because it can be accessed at any time without having to come directly to the store. In Indonesia, there are various types of E-commerce, one of which is JD.ID. Behind the convenience provided there are still shortcomings in terms of services on JD.ID E-commerce so that sometimes consumers complain about the services provided. Based on the results of the distribution of pre-research questionnaires with a total of 125 respondents, it was found that 33 respondents had shopped using the JD.ID application. The answers given by the 33 respondents show that the services provided still have shortcomings. Weaknesses in JD.ID services such as delivery of goods that exceed the estimated delivery, product mismatch with the description in the application, complicated returns process, long-winded refund process and unsatisfactory Customer Service service in solving problems experienced by consumers this has an impact on satisfaction consumer. Meanwhile, out of 125 respondents, 92 respondents had never used the JD.ID application. The most dominant reason given by respondents is that respondents are less familiar with the JD.ID application, are not interested in using the JD.ID application and are more comfortable using other E-commerce applications. Therefore, it is necessary to conduct research to measure the service quality of JD.ID E-commerce. The method that will be used to measure the service quality of JD.ID is to use the E-servqual method. The E-servqual method is a method used to measure the quality of services provided online. The dimensions of E-servqual that will be used in this study are system availability, fulfillment, efficiency, privacy, compensation, responsiveness, and contact. The data analysis method used in this research is quantitative analysis, namely validity and reliability test, classical assumption test, multiple linear regression analysis, t test and F test and the coefficient of determination. This study aims to determine which dimensions have a significant effect on customer satisfaction and to find out which service dimensions are the main priority for improvement. In the hypothesis test, the results showed that there were three variables that did not significantly affect the satisfaction of JD.ID E-Commerce consumers, namely fulfillment variables, system availiability variables, ptivacy variables and contact variables.

Keyword : Service Quality, Consumer Satisfaction, E-commerce, E-servqual, and Hypothesis test