

ABSTRACT

Esmerelda, 2022 : The Effect of Relationship Marketing, Quality of E-commerce Services on Consumer Loyalty through Consumer Satisfaction as Intervening Variables for Shopee Marketplace Users (Study of Raja Ali Haji Maritime University Students)

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This study aims to explain relationship marketing, the quality of e-commerce services on consumer loyalty through customer satisfaction as an intervening variable for Shopee marketplace users. The population in this study were 100 students of the Raja Ali Haji Maritime University. Sampling with purposive sampling technique, the number of samples as many as 100 respondents. This type of research is quantitative research. In the questionnaire, validity and reliability tests were carried out. The analytical method used is descriptive test, data quality test, classical assumption test, path analysis and hypothesis testing. The results showed that consumer satisfaction was not able to mediate between relationship marketing, and the quality of e-commerce services on consumer loyalty because the direct influence of relationship marketing on consumer satisfaction was greater. Relationship marketing partially has a significant effect on customer satisfaction, the quality of e-commerce services partially has a significant effect on customer satisfaction. Relationship marketing partially has a significant effect on consumer loyalty, the quality of e-commerce services partially has a significant effect on loyalty and satisfaction partially affects consumer loyalty. Based on the research results, the Shopee marketplace is expected to maintain and continue to strive to increase consumer loyalty by paying attention to what factors can support consumer loyalty other than through relationship marketing and the quality of e-commerce services.

Keywords: *Relationship Marketing, E-commerce Service Quality, Customer Satisfaction and Customer Loyalty.*

ABSTRAK

Esmerelda, 2022 : Pengaruh *Relationship Marketing*, Kualitas Layanan *E-commerce* Terhadap Loyalitas Konsumen Melalui Kepuasan Konsumen Sebagai Variabel *Intervening* Pada Pengguna *Marketplace* Shopee (Studi Pada Mahasiswa Universitas Maritim Raja Ali Haji)

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Penelitian ini bertujuan untuk menjelaskan *relationship marketing*, kualitas layanan *e-commerce* terhadap loyalitas konsumen melalui kepuasan konsumen sebagai variabel *intervening* pada pengguna *marketplace* Shopee. Populasi didalam penelitian adalah 100 orang Mahasiswa Universitas Maritim Raja Ali Haji. Pengambilan sampel dengan teknik *purposive sampling*, maka jumlah sampel sebanyak 100 responden. Jenis penelitian ini adalah penelitian kuantitatif. Pada kuesioner dilakukan test validitas dan realibilitas. Metode analisis yang digunakan adalah uji deskriptif, uji kualitas data, uji asumsi klasik, analisis jalur (*path analysis*) dan uji hipotesis. Hasil penelitian menunjukkan bahwa kepuasan konsumen tidak mampu memediasi antara *relationship marketing*, dan kualitas layanan *e-commerce* terhadap loyalitas konsumen dikarenakan pengaruh langsung *relationship marketing* terhadap kepuasan konsumen lebih besar. *Relationship marketing* secara parsial berpengaruh signifikan terhadap kepuasan konsumen, kualitas layanan *e-commerce* secara parsial berpengaruh signifikan terhadap kepuasan konsumen. *Relationship marketing* secara parsial berpengaruh signifikan terhadap loyalitas konsumen, kualitas layanan *e-commerce* secara parsial berpengaruh signifikan terhadap loyalitas dan kepuasan secara parsial berpengaruh terhadap loyalitas konsumen. Berdasarkan hasil penelitian, *marketplace* Shopee diharapkan tetap mempertahankan dan terus berupaya meningkatkan loyalitas konsumen dengan memperhatikan faktor-faktor apa saja yang dapat menunjang loyalitas konsumen selain melalui *relationship marketing* dan kualitas layanan *e-commerce*.

Kata Kunci: *Relationship Marketing*, Kualitas Layanan *E-commerce*, Kepuasan Konsumen, dan Loyalitas Konsumen