

# Faktor-Faktor yang memengaruhi Rating Customer pada Perusahaan E-Commerce: Studi Kasus Shopee Indonesia = The Factors that Affect Customer Ratings in E-Commerce Companies: Case study of Shopee Indonesia

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## Abstrak

Perkembangan bisnis e-commerce agar tetap berjalan di Indonesia maka perusahaan ecommerce harus menjaga customer satisfaction. Pada aplikasi shopee customer satisfaction dapat dilihat dari rating yang diberikan customer. Penelitian ini bertujuan untuk mencari faktor-faktor yang memengaruhi customer dalam memberikan rating dengan tujuan untuk meningkatkan service shopee. Kondisi saat ini perusahaan belum mengetahui indikator ketika customer memberikan rating. Penelitian ini menggunakan beberapa metode yaitu Unified Theory of Acceptance and Use of Technology (UTAUT), Technology Acceptance Model (TAM) dan kualitas produk yang memberikan pengaruh pada rating. Target responden adalah customer shopee yang pernah memberikan bad rating dan yang belum pernah memberikan rating dengan jumlah 326 responden. Kuesioner disebar secara online melalui google form serta pengolahan analisis statistik yang digunakan adalah Partial Least Square (PLS) dengan tools SmartPLS v.4. Hasil dari penelitian memberikan kesimpulan bahwa faktor yang memengaruhi responden bad rating dalam memberikan rating dengan hasil positif signifikan adalah faktor perceived ease of use, social influence dan customer satisfaction dengan nilai r-square rating 0.354 (moderate) dan dari moderasi variabel yang paling banyak berpengaruh positif signifikan adalah gender wanita. Sedangkan responden yang belum pernah memberikan rating yang memengaruhi positif signifikan adalah performance expectancy, social influence dan customer satisfaction dengan nilai r-square untuk rating 0.823 (kuat). Berdasarkan hasil diskusi dengan team management shopee disimpulkan beberapa hal perbaikan untuk meningkatkan service yaitu perbaikan algoritma aplikasi, development team operational, dan beberapa strategi untuk mengatasi impact setelah pandemic covid 19.

.....The development of the e-commerce business in Indonesia, ecommerce companies must maintain customer satisfaction. In the shopee customer satisfaction app, it can be seen from the ratings given by consumers. This research aims to find factors that influence consumers in providing ratings with the aim of improving shopee services. The current condition of the company does not know the indicators when consumers give ratings. This research uses several methods, such as the Unified Theory of Acceptance and Use of Technology (UTAUT), Technology Acceptance Model (TAM) and product quality that influences ratings. The target respondents are shopee consumers who have given bad ratings and who have never given a rating with 326 respondents. The questionnaire was distributed online via google form and the statistical analysis processing used was Partial Least Square (PLS) with SmartPLS v.4 tools. The results of the study concluded that the factors that influence bad rating respondents in providing ratings with significant positive results are the factors of perceived ease of use, social influence and customer satisfaction with an r-square rating value of 0.354 (moderate) and from moderation, the variable that has the most significant positive effect is female gender. Meanwhile, respondents who have never given a rating that has a significant positive effect are performance expectancy, social influence and customer satisfaction with an r-square value for ratings of 0.823 (strong). Based on the results of discussions with the shopee management team, it

is concluded that there are several improvements to improve service, namely improving application algorithms, developing operational teams, and several strategies to overcome the impact after the covid pandemic.