

Pengaruh Electronic Customer Relationship Management (E-CRM) Terhadap E-Customer Loyalty Melalui E-Customer Satisfaction (Studi Pada Pengguna Aplikasi Shopee di Jabodetabek) = The Influence of Electronic Customer Relationship Management (E-CRM) on E-Customer Loyalty Through E-Customer Satisfaction (A Study on Shopee Application Users in Jabodetabek)

Sophie Nakia Harjono Putri, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920547689&lokasi=lokal>

Abstrak

Shopee sebagai salah satu market leader di industri e-commerce Indonesia menjalankan aktivitas bisnisnya tidak lepas dari penerapan E-CRM. Shopee memiliki berbagai fasilitas E-CRM di dalam aplikasinya sebagai daya tarik bagi pelanggannya. Penelitian ini menguji pengaruh Electronic Customer Relationship Management (E-CRM) terhadap e-customer loyalty melalui e-customer satisfaction. Desain penelitian ini menggunakan pendekatan kuantitatif eksplanatif dengan menyebarkan kuesioner kepada 191 responden pengguna aplikasi Shopee di Jabodetabek yang pernah melakukan pembelian di Shopee minimal 2 kali dalam kurun waktu 6 bulan terakhir. Hasil penelitian ini dianalisis menggunakan analisis deskriptif, analisis regresi, dan uji sobel dengan bantuan software SPSS 27.0. Hasil Penelitian ini menemukan bahwa terdapat pengaruh antara E-CRM terhadap e-customer satisfaction, terdapat pengaruh antara E-CRM terhadap e-customer loyalty, terdapat pengaruh e-customer satisfaction terhadap e-customer loyalty. Hasil penelitian ini juga mengungkapkan bahwa terdapat pengaruh mediasi e-customer satisfaction dalam hubungan antara E-CRM terhadap e-customer loyalty pada pengguna aplikasi Shopee di Jabodetabek.

.....

Shopee as one of the market leaders in the Indonesian e-commerce industry conducting its business activities with a strong emphasis on the implementation of E-CRM. Shopee has a variety of E-CRM facilities in its application as an attraction for its customers. The purpose of this research is to analyze the effect of E-CRM on e-customer loyalty through e-customer satisfaction as a mediating variable. This research uses a quantitative explanatory approach by distributing a questionnaire to 191 respondents of users of the Shopee app in Jabodetabek who have made purchases on Shopee at least 2 times in the last 6 months. This research uses descriptive analysis, regression analysis, and sobel test using SPSS 27.0. The results of this study found that there is an influence between E-CRM on e-customer satisfaction, there is an influence between E-CRM on e-customer loyalty, there is an influence between e-customer satisfaction on e-customer loyalty. The results of this research also reveal that there is a mediating effect of e-customer satisfaction in the relationship between E-CRM and e-customer loyalty among Shopee application users in Jabodetabek.