

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh dari dua variabel yaitu kualitas produk dan jasa pengiriman terhadap kepuasan pelanggan. Hipotesis dalam penelitian ini yaitu kualitas produk dan jasa pengiriman berpengaruh terhadap kepuasan pelanggan Shopee memiliki jumlah populasi 51 responden menggunakan teknik purposive sampling. Teknik pengumpulan data menggunakan observasi, wawancara dan kuesioner. Analisis yang digunakan meliputi uji validitas, uji reliabilitas, uji asumsi klasik (uji normalitas, uji multikolinearitas, uji heteroskedastisitas), analisis regresi linear berganda dan uji hipotesis (uji t, koefisien determinasi). Hasil penelitian menunjukkan bahwa yaitu kualitas produk dan mitra jasa pengiriman secara parsial berpengaruh signifikan terhadap kepuasan pelanggan.

Kata kunci: kualitas produk, mitra jasa pengiriman dan kepuasan pelanggan



ABSTRACT

This study aims to determine the effect of two variables, namely the quality of products and service delivery to customer satisfaction. The hypothesis in this study is that the quality of products and service delivery affect customer satisfaction. Shopee has a population of 51 respondents using purposive sampling techniques. Data collection techniques using observation, interviews and questionnaires. The analysis used includes validity test, reliability test, classic assumption test (normality test, multicollinearity test, heteroscedasticity test), multiple linear regression analysis and hypothesis test (t test, coefficient of determination). The results showed that the quality of the product and delivery service partially had a significant effect on customer satisfaction.

Keywords: *product quality, delivery service and customer satisfaction*

