

ABSTRAK

Shopee adalah *E-commerce* (jual beli *online*) berbasis aplikasi mobile, yang sedang berkembang di Indonesia. Sebagai *marketplace*, Shopee berhadapan dengan sejumlah kompetitor. Berdasarkan ulasan dari pengguna aplikasi mobile Shopee baik sebagai penjual maupun sebagai pembeli, masih banyak komentar bahwa aplikasi ini kurang memuaskan, terutama aplikasi yang suka *error* dan gambar yang tidak muncul. Tujuannya untuk menganalisis tingkat kepuasan pelanggan Shopee berdasarkan *Customer Satisfaction Index* (CSI) melalui dimensi *E-Servqual* (*efisiensi, reliabilitas, fulfillment, privasi, daya tanggap, kompensasi, dan kontak*). Populasi yang digunakan dalam penelitian ini mahasiswa yang aktif Fakultas Ekonomi Prodi Manajemen Universitas Muhammadiyah Jember, dengan jumlah responden sebanyak 147 responden. Dari data yang didapat, rata-rata nilai kepentingan harapan pelanggan toko *online* Shopee sangat tinggi yaitu sebesar 8,04 sedangkan nilai rata-rata kinerjamya hanya 6,69. Nilai *Customer Satisfaction Index* (CSI) toko *online* Shopee sebesar 41,27% yang berada pada kategori Kurang Puas. Hal ini menunjukkan bahwa responden toko *online* Shopee masih berada dibawah harapan konsumen.

Kata kunci : *E-Commerce, E-Service Quality, Customer Satisfaction Index (CSI),Shopee*

ABSTRACT

Shopee is an E-commerce (online buying and selling) based on mobile applications, which is developing in Indonesia. As a marketplace, Shopee faces a number of competitors. Based on reviews from Shopee mobile application users both as sellers and as buyers, there are still many comments that this application is not satisfactory, especially applications that like errors and images that do not appear. The aim is to analyze Shopee customer satisfaction levels based on the Customer Satisfaction Index (CSI) through E-Servqual dimensions (efficiency, reliability, fulfillment, privacy, responsiveness, compensation, and contact). The population used in this study were students who were active in the Faculty of Economics, Management Study Program, University of Muhammadiyah Jember, with a total of 147 respondents. From the data obtained, the average value of the interests of Shopee online store customers' expectations is very high at 8.04 while the average value of its performance is only 6.69. Shopee's online shop Satisfaction Index (CSI) value is 41.27%, which is in the Less Satisfied category. This shows that Shopee online shop respondents are still below consumer expectations.

Keywords: E-Commerce, E-Service Quality, Customer Satisfaction Index (CSI), Shopee

