

INTISARI

Shopee merupakan salah satu marketplace yang meramaikan segmen mobile marketplace melalui aplikasi mobile untuk mempermudah transaksi jual beli melalui ponsel. Namun, masih banyak keluhan-keluhan yang di rasakan oleh pengguna aplikasi Shopee sehingga berdampak pada kepuasan penggunanya. Penelitian ini bertujuan untuk menganalisis kualitas layanan dan kepuasan konsumen pengguna Shopee menggunakan metode EUCS dan UTAUT. Hasil perbandingan, pada metode UTAUT semua variabel mempengaruhi User satisfaction yaitu variabel Performance Expentancy, Effort Expentancy, Social Influence, facilitating condition, behavioral itention, use behavior. Pada metode EUCS terdapat 3 variabel yang mempengaruhi user satisfacion yaitu format, ease of use, timeliness dan 2 variabel yang tidak mempengaruhi user satisfacion yaitu content dan accuracy.

Kata kunci: EUCS, Kualitas Layanan, Kepuasan Konsumen, Shopee, UTAUT



ABSTRACT

Shopee is one of the marketplaces that enliven the mobile marketplace segment through mobile applications to facilitate buying and selling transactions through mobile phones. However, there are still many complaints felt by shopee application users so that it has an impact on user satisfaction. The study aims to analyze the service quality and customer satisfaction of Shopee users using eucs and UTAUT methods. The results of the comparison, in the UTAUT method all variables affect user satisfaction, namely Performance Expentancy variables, Effort Expentancy, Social Influence, facilitating condition, behavioral itention, use behavior. In the EUCS method there are 3 variables that affect user satisfacion, namely format, ease of use, timeliness and 2 variables that do not affect user satisfacion namely content and accuracy.

Keywords: Shopee, service quality, customer satisfaction, EUCS, UTAUT

