

INTISARI

Kebutuhan masyarakat yang harus terpenuhi terutama di masa pandemi Covid-19 ini mencari cara dengan memanfaatkan platform onlineshop untuk memenuhi barang atau produk yang dibutuhkan dalam sehari-hari, salah satu marketplace terbesar di Indonesia adalah shopee, shopee sendiri merupakan marketplace jual beli suatu barang atau jasa secara online yang menyediakan berbagai macam produk seperti pakaian,elektronik,otomotif,kebutuhan rumah tangga,gawai,alat bangunan dan sebagainya dalam peneliti ini yang berjudul “Analisis Tingkat Kepuasan Pelanggan Marketplace Shopee dengan metode PIECES Framework” ini bertujuan untuk mengetahui tingkat kepuasan pengguna shopee dalam setiap variabel pieces framework dan variabel apa saja yang berpengaruh terhadap kepuasan pengguna marketplace shopee. Dalam penelitian ini menggunakan metode PIECES Framework yang terdapat 6 variabel, sample yang digunakan merupakan pengguna marketplace shopee yang ada di kabupaten banyumas, dengan jumlah populasi sebesar 1,77 juta jiwa dan jumlah responden sebesar 110 responden. Kuesioner penelitian disebarakan melalui google form. Pengolahan data hasil kuesioner menggunakan SPSS Versi 20.

Hasil dari penelitian ini diperoleh bahwa nilai rata-rata tingkat kepuasan pelanggan marketplace shopee variabel performance sebesar 4,57 (sangat puas),variabel information sebesar 4,25 (sangat puas), variabel Economics sebesar 4,32 (sangat puas), variabel control and security sebesar 4,01 (puas), variabel Efficiency sebesar 4,03 (puas) dan variabel service sebesar 4,17 (puas) dan dari uji parsial variabel pieces yang mempengaruhi kepuasan pelanggan yaitu variabel Efficiency dan variabel service. Sedangkan variabel yang tidak mempengaruhi variabel kepuasan pengguna yaitu variabel Performance, Information, Economic dan Control and Security.

Kata kunci: Kepuasan pelanggan, Shopee, Pieces framework,SPSS 20

ABSTRACT

People's needs that must be met, especially during the Covid-19 pandemic, are looking for ways to use online shop platforms to fulfill goods or products needed on a daily basis, one of the largest marketplaces in Indonesia is shopee, shopee itself is a marketplace for buying and selling goods or services. online services that provide various kinds of products such as clothing, electronics, automotive, household needs, gadgets, building tools and so on in this researcher entitled "Analysis of Shopee Marketplace Customer Satisfaction Levels with the PIECES Framework method" aims to determine the level of shopee user satisfaction in each pieces framework variable and what variables affect shopee marketplace user satisfaction. In this study using the PIECES Framework method which contains 6 variables, the sample used is a shopee marketplace user in Banyumas Regency, with a population of 1.77 million people and a total of 110 respondents. Research questionnaires were distributed via google form. Processing of data from the questionnaire results using SPSS Version 20.

The results of this study showed that the average value of the shopee marketplace customer satisfaction level was 4.57 (very satisfied), information variable was 4.25 (very satisfied), Economics variable was 4.32 (very satisfied), control variable and security of 4.01 (satisfied), Efficiency variable of 4.03 (satisfied) and service variable of 4.17 (satisfied) and from the partial test of the pieces variable that affects customer satisfaction, namely the Efficiency variable and the service variable. While the variables that do not affect the user satisfaction variable are Performance, Information, Economic and Control and Security variables.

Keywords: Customer satisfaction, Shopee, Pieces framework, SPSS 20