

ABSTRAK

ISMAWATI (2019). Pengaruh Kualitas Pelayanan Online Shopee Terhadap Kepuasan Konsumen Pada Mahasiswa Fakultas Ekonomi dan Bisnis Unismuh Makassar. Dibimbing oleh Pembimbing I H. Muchran BL dan Pembimbing II Ismail Rasulong.

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan *Online Shopee* terhadap kepuasan konsumen pada mahasiswa Fakultas Ekonomi dan Bisnis Unismuh Makassar . Metode yang digunakan adalah metode kuantitatif. Populasi dalam penelitian ini adalah Mahasiswa Fakultas Ekonomi dan Bisnis Unismuh Makassar yang pernah menggunakan aplikasi Online Shopee. Berdasarkan *Google Forms* yang telah disebar serta dapat dijangkau oleh peneliti, ditemukan data bahwa ada 202 mahasiswa FEB Universitas Muhammadiyah Makassar yang pernah melakukan pembelian secara *online* pada *Online Shopee* dan sampel yang digunakan sebanyak 134 responden. Metode penarikan sampel dalam penelitian ini menggunakan rumus slovin. Pengumpulan data dilakukan dengan menggunakan metode penelitian pustaka, dokumentasi, kuesioner. Hasil koesioner telah di uji validitas dan reliabilitasnya juga telah di uji, berupa asumsi normalitas. Teknik analisis data menggunakan teknik uji normalitas,regresi sederhana. Dengan menggunakan program *Statistical Product and Service Solution (SPSS)*.

Hasil penelitian menunjukkan bahwa hipotesis yang di ajukan di terima karena menunjukkan hasil uji hipotesis positif dan signifikan. Ini berarti bahwa Kualitas pelayanan online shopee berpengaruh positif dan signifikan terhadap kepuasan konsumen Pada mahasiswa fakultas ekonomi dan bisnis unismuh makassar

Kata Kunci : Kualitas Pelayanan, Kepuasan Konsumen

ABSTRACT

ISMAWATI (2019). Effect of Online Shopee Service Quality on Consumer Satisfaction in the Students of the Faculty of Economics and Business Unismuh Makassar. Supervised by Supervisor I H. Muchran BL and Advisor II Ismail Rasulong.

This study aims to determine the effect of Online Shopee service quality on consumer satisfaction among students of the Faculty of Economics and Business Unismuh Makassar. The method used is a quantitative method. The population in this study were students of the Faculty of Economics and Business Unismuh Makassar who had used the Online Shopee application. Based on Google Forms that have been distributed and can be reached by researchers, it is found that there are 202 FEB students of the University of Muhammadiyah Makassar who have made online purchases at the Online Shopee and the sample used is 134 respondents. The sampling method in this study uses the Slovin formula. Data collection was carried out using library research methods, documentation, and questionnaires. The results of the questionnaire have been tested for validity and reliability has also been tested, in the form of the assumption of normality. Data analysis techniques using normality test techniques, simple regression. By using *the Statistical Product and Service Solution (SPSS)* program.

The results showed that the hypothesis proposed was accepted because it showed the results of a positive and significant hypothesis test. This means that the quality of online shopee services has a positive and significant effect on customer satisfaction in the students of the Faculty of Economics and Business Makassar

Keywords: Service Quality, Consumer Satisfaction