

**ANALISIS *ONLINE SHOPPING EXPERIENCE* DAN *ONLINE CUSTOMER ENGAGEMENT* MEMBENTUK *E-SATISFACTION* DAN *E-LOYALTY* PADA KONSUMEN MAHASISWA *MOBILE APPLICATION SHOPEE* DI BANDUNG**

**TESIS**

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**ANALISIS *ONLINE SHOPPING EXPERIENCE* DAN *ONLINE CUSTOMER ENGAGEMENT* MEMBENTUK *E-SATISFACTION* DAN *E-LOYALTY* PADA KONSUMEN MAHASISWA *MOBILE APPLICATION SHOPEE* DI BANDUNG**

Oleh

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Sebuah Tesis yang diajukan untuk memenuhi salah satu syarat memperoleh gelar Magister Manajemen pada Sekolah Pascasarjana

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CUSTOMER ENGAGEMENT MEMBENTUK E-SATISFACTION DAN E-  
LOYALTY PADA KONSUMEN MAHASISWA MOBILE APPLICATION  
SHOPEE DI BANDUNG”**

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**ABSTRAK**

Dalam satu dekade atau lebih, pemasaran berubah dimana fungsi bisnisnya menjadikan teknologi sebagai salah satu kebergantungan yang sangat penting, terutama dengan hadirnya internet. Lebih lanjut, pada dewasa ini pemerintah Indonesia dengan gencar membangun infrastruktur *digital market* untuk memperluas market dan menghilangkan *barrier* konsumen dengan produsen sehingga bisa meningkatkan PDB Indonesia. Fenomena ini membuat perilaku pembelian mengalami perubahan dengan bertransaksi di *e-commerce*. Salah satu *e-commerce* yang berkembang pesat pada industri digital di Indonesia adalah Shopee dimana aplikasi *mobile* Shopee merupakan aplikasi yang paling populer, menempati ranking 1 di *Playsotre* dan *Appstore*. Dengan tingginya unduhan aplikasi ini Shopee, tujuan penelitian ini perlu melihat bagaimana *online shopping experience* dan *online customer engagement* bisa berpengaruh positif terhadap *e-satisfaction* dan *e-loyalty*. Peneliti ini menggunakan menggunakan SEM (*Structural equation Modeling*) menganalisis data secara statistika. Penelitian ini dilakukan dengan survey kepada 282 responden yaitu konsumen Shopee dengan latar belakang mahasiswa di Kota Bandung yang menggunakan aplikasi *mobile*. Hasil dari penelitian ini adalah bahwa *online shopping experience* dan *online customer engagement* berpengaruh positif terhadap *e-satisfaction* dan *e-loyalty*. Selain itu, pada penelitian membuktikan bahwa *e-satisfaction* berpengaruh positif terhadap *e-loyalty*

Kata kunci: *Online Shopping Experience, Online Customer Engagement, E-Satisfaction, E-Loyalty, e-commerce*

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***ANALYSIS OF ONLINE SHOPPING EXPERIENCE AND ONLINE CUSTOMER ENGAGEMENT AFFECTS E-SATISFACTION AND E-LOYALTY IN THE CONSUMER MOBILE APPLICATION SHOPEE IN BANDUNG***

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**ABSTRACT**

*In a decade or so, marketing changed where its business function makes technology one of the most important dependencies, especially with the Internet. Furthermore, in today the Indonesian Government is developing a digital market infrastructure to expand the market and eliminate the consumer barrier with producers so as to increase Indonesia's GDP. This phenomenon makes purchasing behaviour change by trading in e-commerce. One of the rapidly growing e-commerce in the digital industry in Indonesia is Shopee where the Shopee mobile app is the most popular application, occupying a ranking of 1 in Playstore and Appstore. With the height of this app download Shopee, the aim of this research needs to see how online shopping experience and online customer engagement can have a positive effect on e-satisfaction and e-loyalty. The researcher uses SEM (Structural equation Modeling) to analyze the data in statistics. The research was conducted with a survey of 282 respondents, namely the consumer Shopee with a background student in the city of Bandung. The result of this research is that online shopping experience and online customer engagement have positive effect on e-satisfaction and e-loyalty. In addition, the study proved that e-satisfaction was influential positif to E-loyalty*

*Keywords: Online Shopping Experience, Online Customer Engagement, E-Satisfaction, E-Loyalty, e-commerce*

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