

ABSTRAK

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Pengaruh Kepercayaan, Komitmen, Kepuasan Pelanggan terhadap Loyalitas Pelanggan Shopee dan Tinjauannya Dari Sudut Pandang Islam (Studi Pada Mahasiswa/Mahasiswi Fakultas Ekonomi dan Bisnis Universitas Yarsi)

112 halaman + xvi halaman + 21 tabel + 3 gambar dan 13 lampiran

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh kepercayaan, komitmen, dan kepuasan pelanggan terhadap loyalitas pelanggan Shopee (Studi pada mahasiswa/mahasiswi Fakultas Ekonomi dan Bisnis Universitas Yarsi). Teknik pengambilan sampel yang digunakan adalah *convenience sampling*, dengan sampel 100 responden. Data dikumpulkan dengan menggunakan instrumen kuesioner. Metode analisis data yang digunakan yaitu analisis regresi berganda, uji t, dan uji F. Hasil penelitian menunjukkan bahwa: (1) kepercayaan berpengaruh positif dan signifikan terhadap loyalitas pelanggan. (2) komitmen berpengaruh positif dan signifikan terhadap loyalitas pelanggan. (3) kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan. (4) secara simultan seluruh variabel independen memiliki pengaruh yang signifikan terhadap loyalitas pelanggan. Berdasarkan hasil penelitian terkait kepercayaan, komitmen, dan kepuasan pelanggan terhadap loyalitas pelanggan Shopee memiliki pengaruh yang positif karena dianggap praktis, cepat, dan mudah. Dalam Islam bisnis *online* diperbolehkan asalkan sesuai dengan syariat Islam seperti bersifat transparan, tidak terdapat unsur riba, bertransaksi menggunakan akad salam, dan adanya perjanjian antara penjual dan pembeli. Jika bisnis *online* tidak sesuai dengan syariat Islam maka hukumnya haram.

Kata Kunci : Kepercayaan, Komitmen, Kepuasan pelanggan, dan Loyalitas pelanggan

ABSTRACT

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**The Effect of Trust, Commitment, Customer Satisfaction on Shopee
Customer Loyalty and Its Review From an Islamic Perspective (Study of
Yarsi University Faculty of Economics and Business Students)**

112 pages + xvi pages + 21 tables + 3 pictures and 13 attachments

Abstract

This study aims to determine the effect of trust, commitment and customer satisfaction on Shopee customer loyalty (Study of Yarsi University Faculty of Economics and Business students). The sampling technique used was convenience sampling, with a sample of 100 respondents. Data were collected using a questionnaire instrument. Data analysis methods used are multiple regression analysis, t test, and F test. The results showed that: (1) trust had a positive and significant effect on customer loyalty. (2) commitment has a positive and significant effect on customer loyalty. (3) customer satisfaction has a positive and significant effect on customer loyalty. (4) simultaneously all independent variables have a significant effect on customer loyalty. Based on the results of research related to trust, commitment, and customer satisfaction on Shopee customer loyalty has a positive influence because it is considered practical, fast, and easy. In Islam, online business is permissible as long as it is in accordance with Islamic Shari'ah, such as being transparent, there is no element of usury, making transactions using the greeting agreement, and having an agreement between the seller and the buyer. If online business is not in accordance with Islamic law then the law is haram.

Keywords : Trust, Commitment, Customer Satisfaction, and Customer Loyalty.