

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan terhadap kepuasan pelanggan dan dampaknya terhadap loyalitas pelanggan pada pengguna produk *Skin Game* melalui platform *e-commerce* TikTok Shop. Fenomena penurunan jumlah member *Skin Game* dan tidak tercapainya target pendapatan menjadi dasar penelitian ini. Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan deskriptif dan verifikatif. Teknik pengumpulan data dilakukan melalui penyebaran kuesioner kepada 100 pengguna yang pernah membeli produk *Skin Game* di TikTok Shop. Analisis data menggunakan teknik analisis jalur (*path analysis*), korelasi berganda, regresi berganda dan koefisien determinasi. Uji hipotesis yang dilakukan yaitu uji t dan uji hubungan langsung maupun tidak langsung antar variabel. Hasil penelitian menunjukkan bahwa kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Besarnya pengaruh kualitas pelayanan terhadap kepuasan pelanggan 45,4% dan sisanya 54,6% dipengaruhi oleh variabel lain yang tidak diteliti. Selain itu, kualitas pelayanan memiliki pengaruh tidak langsung terhadap loyalitas pelanggan melalui kepuasan pelanggan sebagai variabel mediasi.

Kata kunci: Kualitas Pelayanan, Kepuasan Pelanggan, Loyalitas Pelanggan

ABSTRACT

This study aims to analyze the influence of service quality on customer satisfaction and its impact on customer loyalty among users of Skin Game products through the TikTok Shop e-commerce platform. The phenomenon of declining Skin Game membership and the failure to achieve revenue targets serve as the basis for this research. The research method used is quantitative, with both descriptive and verificative approaches. Data collection was conducted through the distribution of questionnaires to 100 consumer who had purchased Skin Game products via TikTok Shop. Data were analyzed using path analysis, multiple correlation, multiple regression, and the coefficient of determination. Hypothesis testing included t-tests and analysis of both direct and indirect relationships among variables. The results indicate that service quality has a positive and significant effect on customer satisfaction. The influence of service quality on customer satisfaction is 45.4%, while the remaining 54.6% is influenced by other variables not examined in this study. Furthermore, service quality has an indirect effect on customer loyalty through customer satisfaction as a mediating variable.

Keywords: Service Quality, Customer Satisfaction, Customer Loyalty