

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *E-Service Quality* (kualitas pelayanan elektronik) dan harga terhadap kepuasan pelanggan dalam konteks live produk di aplikasi Shopee. Objek penelitian ini difokuskan pada mahasiswa Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Pasundan Bandung. Penelitian ini menggunakan metode survei dengan pendekatan kuantitatif, serta menggabungkan metode deskriptif dan verifikatif untuk menggambarkan serta menguji hubungan antar variabel yang diteliti. Populasi penelitian berjumlah 2.074 mahasiswa, dengan jumlah sampel sebanyak 100 responden yang diperoleh melalui teknik non-probability sampling. Pengumpulan data dilakukan menggunakan kuesioner yang disusun berdasarkan indikator dari masing-masing variabel penelitian. Analisis data dilakukan dengan uji regresi linear berganda, uji parsial (uji t), uji simultan (uji F), dan koefisien determinasi.

Hasil penelitian menunjukkan bahwa secara parsial maupun simultan, *E-Service Quality* dan harga berpengaruh positif dan signifikan terhadap kepuasan pelanggan live produk Shopee. Variabel *E-Service Quality* memberikan kontribusi dominan terhadap tingkat kepuasan dibandingkan harga. Temuan ini mengindikasikan bahwa kemudahan transaksi, keandalan sistem, keamanan data, dan responsivitas layanan merupakan faktor penting dalam meningkatkan kepuasan pengguna Shopee di kalangan mahasiswa. Implikasi dari penelitian ini diharapkan dapat menjadi bahan evaluasi bagi perusahaan dalam meningkatkan strategi pelayanan dan penetapan harga pada fitur live commerce.

Kata Kunci: *E-Service Quality*, harga, kepuasan pelanggan, Shopee, live shopping

ABSTRACT

This study aims to examine the influence of electronic service quality (E-Service Quality) and price on customer satisfaction in the context of live product shopping on the Shopee application. The research focuses on students of the Management Study Program, Faculty of Economics and Business, Universitas Pasundan Bandung. This study employed a survey method with a quantitative approach, combining descriptive and verification methods to describe and test the relationships between variables. The population consisted of 2,074 students, with a sample of 100 respondents selected using a non-probability sampling technique. Data were collected through a questionnaire developed based on indicators of each research variable. Data analysis was conducted using multiple linear regression, t-tests (partial test), F-tests (simultaneous test), and the coefficient of determination.

The results revealed that both electronic service quality and price have a positive and significant influence on customer satisfaction, either partially or simultaneously. Among the two, electronic service quality contributed more dominantly to customer satisfaction. These findings indicate that ease of transaction, system reliability, data security, and responsive customer service are crucial factors in increasing customer satisfaction among Shopee users, particularly students. The implications of this study are expected to serve as an evaluation material for companies in improving service strategies and pricing in the live commerce feature.

Keywords: E-Service Quality, price, customer satisfaction, Shopee, live shopping