

ABSTRAK

Nama : Siti Aisyah Safitri

NIM : 3012221128

Judul : Pengaruh Perilaku Konsumen dan Manfaat E-Wallet terhadap Keberlangsungan Usaha Rumah Pulsa Fauzan melalui Loyalitas Pelanggan di Cianjur analisis tahun 2025.
xv + 158 hlm

Penelitian ini menganalisis pengaruh perilaku konsumen dan manfaat e-wallet terhadap keberlangsungan usaha Rumah Pulsa Fauzan di Kabupaten Cianjur melalui loyalitas pelanggan.

Metode yang digunakan adalah kuantitatif dengan pendekatan asosiatif kausal terhadap 190 responden yang dipilih menggunakan purposive sampling. Data diperoleh melalui kuesioner, wawancara dengan pemilik usaha, observasi lapangan, serta data sekunder dari buku, jurnal ilmiah, penelitian terdahulu, dan dokumen usaha. Analisis menggunakan SEM-PLS dengan SmartPLS 3.

Hasil penelitian menunjukkan seluruh variabel berpengaruh positif dan signifikan, serta loyalitas pelanggan memediasi pengaruh perilaku konsumen dan manfaat e-wallet terhadap keberlangsungan usaha.

Kata Kunci : Perilaku Konsumen, Manfaat E-Wallet, Loyalitas Pelanggan, Keberlangsungan Usaha, SEM-PLS.

Daftar Acuan : 59 (2015-2026)

ABSTRACT

Name : Siti Aisyah Safitri

NIM : 3012221128

*Title : The Effect of Consumer Behavior and E-Wallet Benefits on the Sustainability of Fauzan Mobile Credit Store Business through Customer Loyalty in Cianjur: 2025 Analysis.
xv + 158 pages*

This study examines the influence of consumer behavior and the benefits of e-wallets on the business sustainability of Rumah Pulsa Fauzan in Cianjur Regency through customer loyalty.

This research employed a quantitative method with a causal associative approach involving 190 respondents selected using purposive sampling. Data were collected through questionnaires, interviews with the business owner, field observations, and secondary data obtained from books, scientific journals, previous studies, and business documents. Data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 3.

The results indicate that all variables have a positive and significant effect, and customer loyalty mediates the influence of consumer behavior and e-wallet benefits on business sustainability.

Keywords : Consumer Behavior, E-Wallet Benefits, Customer Loyalty, Business Sustainability, SEM-PLS.

References : 59 (2015-2026)