

ABSTRAK

Nama : Amelia Maryastuti
NIM : 3013251017
Judul : Pengaruh Kualitas Pelayanan, Citra Merek, dan Promosi Terhadap Kepuasan Pelanggan (Studi pada Pengguna Aplikasi Shopee di Wilayah Komplek Bukit Pelamunan Permai Serang, Banten)

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan, citra merek, dan promosi terhadap kepuasan pelanggan pada pengguna aplikasi Shopee di wilayah Komplek Bukit Pelamunan Permai Serang, Banten. Penelitian ini menggunakan metode kuantitatif dengan pendekatan deskriptif. Teknik pengambilan sampel yang digunakan adalah *non-probability sampling* dengan pendekatan *purposive sampling*. Jumlah sampel ditentukan berdasarkan rumus Lemeshow karena jumlah pengguna aplikasi Shopee di wilayah penelitian tidak diketahui secara pasti, yang diperoleh sebanyak 116 responden yang merupakan pengguna aplikasi Shopee di wilayah Komplek Bukit Pelamunan Permai Serang, Banten. Pengumpulan data dilakukan melalui penyebaran kuesioner, sedangkan teknik analisis data menggunakan *Partial Least Squares-Structural Equation Modeling* (PLS-SEM) dengan bantuan aplikasi SmartPLS.

Hasil penelitian menunjukkan bahwa kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan, dengan nilai koefisien jalur sebesar 0,325, T-statistics sebesar 2,923, dan P-values sebesar 0,004, sehingga H1 diterima. Citra merek berpengaruh positif dan signifikan terhadap kepuasan pelanggan, dengan nilai koefisien jalur sebesar 0,285, T-statistics sebesar 2,841, dan P-values sebesar 0,005, sehingga H2 diterima. Promosi berpengaruh positif dan signifikan terhadap kepuasan pelanggan, dengan nilai koefisien jalur sebesar 0,507, T-statistics sebesar 4,007, dan P-values sebesar 0,000, sehingga H3 diterima. Hasil pengujian validitas diskriminan menggunakan *Fornell-Larcker Criterion* menunjukkan bahwa nilai akar kuadrat AVE pada masing-masing konstruk lebih besar dibandingkan korelasinya dengan konstruk lain. Selain itu, hasil pengujian HTMT menunjukkan seluruh nilai berada di bawah 0,90, sehingga validitas diskriminan pada model penelitian terpenuhi.

Secara bersama-sama, kualitas pelayanan, citra merek, dan promosi mampu menjelaskan 85% variasi kepuasan pelanggan berdasarkan nilai R-Square sebesar 0,850, sedangkan 15% sisanya dijelaskan oleh faktor lain di luar model penelitian.

Kata Kunci : Kualitas Pelayanan, Citra Merek, Promosi, Kepuasan Pelanggan, Shopee.

Jakarta, Agustus 2026

(Amelia Maryastuti)

ABSTRACT

Name : Amelia Maryastuti
Student ID Number : 3013251017
Title : *The Influence of Service Quality, Brand Image, and Promotion on Customer Satisfaction (A Study of Shopee Application Users in the Bukit Pelamunan Permai Complex Area, Serang, Banten)*

This study aims to determine the effect of service quality, brand image, and promotions on customer satisfaction among Shopee app users in the Bukit Pelamunan Permai Complex Serang, Banten. This study employed a quantitative method with a descriptive approach. The sampling technique used was non-probability sampling with a purposive sampling approach. The number of samples was determined based on the Lemeshow formula because the number of Shopee application users in the research area was not known with certainty, which resulted in 116 respondents who were Shopee application users in the Bukit Pelamunan Permai Complex area Serang, Banten. Data collection was conducted through questionnaires, while data analysis used Partial Least Squares-Structural Equation Modeling (PLS-SEM) with the assistance of the SmartPLS application.

The results showed that service quality had a positive and significant effect on customer satisfaction, with a path coefficient of 0.325, a T-statistic of 2.923, and a P-value of 0.004, thus accepting H1. Brand image has a positive and significant effect on customer satisfaction, with a path coefficient of 0.285, a T-statistic of 2,841, and a P-value of 0.005, thus accepting H2. Promotion has a positive and significant effect on customer satisfaction, with a path coefficient of 0.507, a T-statistic of 4.007, and a P-value of 0.000, thus accepting H3. The results of the discriminant validity test using the Fornell-Larcker Criterion showed that the square root of the AVE value for each construct was greater than its correlation with other constructs. Furthermore, the results of the HTMT test showed that all values were below 0.90, thus fulfilling the discriminant validity of the research model.

Together, service quality, brand image, and promotion explain 85% of the variation in customer satisfaction based on an R-square of 0.850, while the remaining 15% is explained by factors outside the research model.

Keywords : Service Quality, Brand Image, Promotion, Customer Satisfaction, Shopee.

Jakarta, Agustus 2026

(Amelia Maryastuti)