

## ABSTRAK

### PENGARUH PENGALAMAN BERBELANJA DARING, GAYA HIDUP, KUALITAS APLIKASI TERHADAP LOYALITAS KONSUMEN DENGAN KEPUASAN KONSUMEN SEBAGAI VARIABEL MEDIASI

Studi Pada Konsumen *Shopee* Indonesia

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Penelitian ini bertujuan untuk mengetahui apakah : 1) Pengalaman berbelanja daring berpengaruh signifikan terhadap kepuasan konsumen, 2) Gaya hidup berpengaruh signifikan terhadap kepuasan konsumen, 3) Kualitas aplikasi berpengaruh signifikan terhadap kepuasan konsumen, 4) Pengalaman berbelanja daring berpengaruh signifikan terhadap loyalitas konsumen, 5) Gaya hidup berpengaruh signifikan terhadap loyalitas konsumen, 6) Kualitas aplikasi berpengaruh signifikan terhadap loyalitas konsumen, 7) Kepuasan konsumen berpengaruh signifikan terhadap loyalitas konsumen, 8) Kepuasan konsumen memediasi pengaruh pengalaman berbelanja daring terhadap loyalitas konsumen, 9) Kepuasan konsumen memediasi pengaruh gaya hidup terhadap loyalitas konsumen, 10) Kepuasan konsumen memediasi kualitas aplikasi terhadap loyalitas konsumen. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan menggunakan kuesioner *online* dibagikan kepada 101 responden. Teknik analisis data dalam penelitian ini adalah *Partial Least Square* menggunakan aplikasi *WarpPLS 6.0*. Hasil penelitian ini menunjukkan bahwa: 1) Pengalaman berbelanja daring tidak berpengaruh signifikan terhadap kepuasan konsumen, 2) Gaya hidup berpengaruh signifikan terhadap kepuasan konsumen, 3) Kualitas aplikasi berpengaruh signifikan terhadap kepuasan konsumen, 4) Pengalaman berbelanja daring berpengaruh signifikan terhadap loyalitas konsumen, 5) Gaya hidup berpengaruh signifikan terhadap loyalitas konsumen, 6) Kualitas aplikasi tidak berpengaruh signifikan terhadap loyalitas konsumen, 7) Kepuasan konsumen berpengaruh signifikan terhadap loyalitas konsumen, 8) Kepuasan konsumen memediasi pengaruh pengalaman berbelanja daring terhadap loyalitas konsumen, 9) Kepuasan konsumen memediasi pengaruh gaya hidup terhadap loyalitas konsumen, 10) Kepuasan konsumen memediasi kualitas aplikasi terhadap loyalitas konsumen.

**Kata Kunci:** Pengalaman Berbelanja Daring, Gaya Hidup, Kualitas Aplikasi, Kepuasan Konsumen dan Loyalitas Konsumen.

**ABSTRACT****THE INFLUENCE OF ONLINE SHOPPING EXPERIENCE, LIFESTYLE, APPLICATION QUALITY ON CONSUMER LOYALTY WITH CONSUMER SATISFACTION AS A MEDIATING VARIABLE**

A Study on Indonesian *Shopee* Consumers

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This study aims to find out whether: 1) online shopping experience has a significant influence on consumer satisfaction, 2) lifestyle has an significant influence on consumer satisfaction, 3) quality application has an significant influence on consumer satisfaction, 4) online shopping experience has an significant influence on consumer loyalty, 5) lifestyle has an significant influence on consumer loyalty, 6) the quality of the application has an significant influence on consumer loyalty, 7) consumer satisfaction has an significant influence on consumer loyalty, 8) consumer satisfaction mediates the influence of online shopping experience on consumer loyalty, 9) consumer satisfaction mediates the influence of lifestyle on consumer loyalty, 10) consumer satisfaction mediates the influence application quality on consumer loyalty. The sampling technique used was purposive sampling. Data were collected by distributing an online questionnaire to 101 respondents. The data analysis technique in this study is partial least square using the WarpPLS 6.0 application. The results of this study indicated that: 1) online shopping experience did not have any significant influence on consumer satisfaction, 2) lifestyle had a significant influence on consumer satisfaction, 3) application quality had a significant influence on consumer satisfaction, 4) online shopping experience had a significant influence on consumer loyalty, 5) lifestyle had a significant influence on consumer loyalty, 6) application quality did not have any significant influence on consumer loyalty, 7) consumer satisfaction had a significant influence on consumer loyalty, 8) consumer satisfaction mediated the influence of online shopping experience on consumer loyalty, 9) consumer satisfaction mediated the influence of lifestyle on consumer loyalty, 10) consumer satisfaction mediated the influence of application quality on consumer loyalty.

**Keywords: Online Shopping Experience, Lifestyle, Application Quality, Consumer Satisfaction and Consumer Loyalty.**