

**ABSTRAK**  
**ANALISIS PERBANDINGAN KEPUASAN DAN LOYALITAS KONSUMEN**  
**PADA E-COMMERCE SHOPEE DAN TOKOPEDIA**

Arwindya Della Meyrina  
Universitas Sanata Dharma  
Yogyakarta  
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Penelitian ini menggunakan metode deskriptif kuantitatif yang dilakukan pada konsumen yang berbelanja secara *online*. Penelitian ini bertujuan untuk mengetahui: (1) perbedaan kepuasan konsumen pada *e-commerce* Shopee dan Tokopedia, (2) perbedaan loyalitas konsumen pada *e-commerce* Shopee dan Tokopedia. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner kepada 96 responden. Analisis data menggunakan uji chi square dan uji paired t-test . Hasil penelitian menunjukkan bahwa: (1) ada perbedaan kepuasan konsumen pada *e-commerce* Shopee dan Tokopedia, konsumen lebih puas berbelanja di *e-commerce* Shopee, (2) ada perbedaan loyalitas konsumen pada *e-commerce* Shopee dan Tokopedia, konsumen lebih loyal berbelanja di *e-commerce* Shopee.

Kata kunci: Kepuasan, Loyalitas Konsumen

**ABSTRACT**  
**COMPARATIVE ANALYSIS OF SATISFACTION AND LOYALTY**  
**CONSUMERS ON SHOPEE AND TOKOPEDIA E-COMMERCE**

Arwindya Della Meyrina  
Sanata Dharma University  
Yogyakarta  
2022

This research using quantitative descriptive method was conducted on consumers who shop online. This research aims to find out: (1) differences in consumer satisfaction in Shopee and Tokopedia e-commerce, (2) differences in consumer loyalty to Shopee and Tokopedia e-commerce. The sampling technique uses purposive sampling. The data was obtained by distributing questionnaires to 96 respondents. Data analysis using chi square test and paired t-test. The results showed that: (1) there are difference in consumer satisfaction on Shopee and Tokopedia e-commerce, consumers are more satisfied shopping at Shopee e-commerce, (2) there are difference in consumer loyalty on Shopee and Tokopedia e-commerce, consumers are more loyal to shopping at Shopee e-commerce.

*Keywords: Satisfaction, Consumer Loyalty*