

ABSTRAK

Persepsi Social Commerce, Digital Marketing, E-Service quality, E-WOM Dan Online Customer Review Terhadap Kepuasan Pelanggan Laki-Laki Berlian Beauty Store

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Penelitian ini bertujuan untuk mengetahui : (1) persepsi *Social Commerce*, *Digital Marketing*, *E-Service Quality*, *E-WOM* dan *Online Customer Review* terhadap kepuasan pelanggan, (2) *Social Commerce*, (3) *Digital Marketing*, (4) *E-Service Quality*, (5) *E-WOM*, (6) *Online Customer Review* terhadap Kepuasan Pelanggan di Berlian Beauty Store. Populasi dalam penelitian ini adalah pelanggan yang berjenis kelamin laki-laki dan pernah membeli produk di Berlian Beauty Store. Teknik pengambilan sampel menggunakan *non probability sampling*, data diperoleh dengan membagikan kuisisioner ke 100 responden. Teknik analisis data dalam penelitian ini adalah analisis deskriptif, uji asumsi klasik, analisis regresi linier berganda dan uji ketetapan model. Analisis data menggunakan program aplikasi IBM SPSS versi 26. Hasil dari penelitian ini menunjukkan bahwa : (1) *Social Commerce*, *Digital Marketing*, *E-Service Quality*, *E-WOM* dan *Online Customer Review* secara simultan berpengaruh signifikan terhadap kepuasan pelanggan, (2) *Social Commerce* secara parsial tidak berpengaruh secara signifikan terhadap kepuasan pelanggan, (3) *Digital Marketing* secara parsial berpengaruh signifikan terhadap kepuasan pelanggan, (4) *E-Service Quality* secara parsial berpengaruh signifikan terhadap kepuasan pelanggan, (5) *E-WOM* secara parsial berpengaruh signifikan terhadap kepuasan pelanggan, (6) *Online Customer Review* secara parsial berpengaruh signifikan terhadap kepuasan pelanggan.

Kata Kunci : Social Commerce, Digital Marketing, E-Service Quality, E-WOM, Online Customer Review dan Kepuasan Pelanggan

ABSTRACT

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This study aims to determine: (1) the perception of Social Commerce, Digital Marketing, E-Service Quality, E-WOM and Online Customer Review on customer satisfaction, (2) Social Commerce, (3) Digital Marketing, (4) E-Service Quality, (5) E-WOM, (6) Online Customer Review on Customer Satisfaction at Berlian Beauty Store. The population in this study were male customers who had purchased products at Berlian Beauty Store. The sampling technique used non-probability sampling, data was obtained by distributing questionnaires to 100 respondents. The data analysis technique in this study was descriptive analysis, classical assumption test, multiple linear regression analysis and model determination test. Data analysis using the IBM SPSS version 26 application program. The results of this study indicate that: (1) Social Commerce, Digital Marketing, E-Service Quality, E-WOM and Online Customer Review simultaneously have a significant effect on customer satisfaction, (2) Social Commerce partially does not have a significant effect on customer satisfaction, (3) Digital Marketing partially has a significant effect on customer satisfaction, (4) E-Service Quality partially has a significant effect on customer satisfaction, (5) E-WOM partially has a significant effect on customer satisfaction, (6) Online Customer Review partially has a significant effect on customer satisfaction.

***Keywords : Social Commerce, Digital Marketing, E-Service Quality, E-WOM,
Online Customer Review dan Kepuasan Pelanggan***