

ABSTRACT

The purpose of this study was to increase the level of social network online shopping customer satisfaction in Bandung area in order to maintain customer loyalty. Variables used and are closely related to online shopping customer satisfaction is information quality, merchandise attributes, convenience and security and also the relationship between e-satisfaction with e-loyalty.

Questionnaire was used to obtain data from 190 online shopping customers in Bandung area who had online shopped minimum once in the one last year. Respondents who participated in this study are those who had online shopped through kaskus and/or facebook. Based on calculations of significance and correlation values, it is known that all the previously formulated hypotheses have proven. This means that variables of information quality, merchandising attributes, convenience and security to have a relationship with e-satisfaction. In addition, e-satisfaction is also shown to have a relationship with e-loyalty. According to the result of data calculation, the most influencing variable on customer satisfaction is convenience.

Recommendations are formulated based on the site of variables in a Klein Grid matrix to determine improvement priorities. The highest improvement priority variables are security, convenience, and merchandise attributes. Formulation of recommendations based on benchmarks of online shop competitors such as eBay.com, Amazon.com, Tokopedia.com, and Webcipta.com. The superior recommendations in this study are Online Payment Transaction Systems, Fast to Deliver, and Occasional Event Merchandise.

Keyword : Online shop, online shopping, social network, e-satisfaction,
e-loyalty