

ABSTRACT

The rapid development of internet and the increasing number of internet users in Indonesia is driving the growth of ecommerce is increasing. One of the online stores that follow the competition in Indonesia ecommerce Tokopedia. Based on Tokopedia traffic ranks at Alexa.com, Tokopedia is ranked seventh the most visited website in Indonesia or the first order of online stores with the most visitors in Indonesia. Brandindex.com also released survey results stating that Tokopedia is ranked first in the category Top Buzz Ranking or the most talked about brands today. However, when viewed at the top brand award site, Tokopedia occupies the third position as the best online trading site in Indonesia. Trustedcompany.com also summarizes Tokopedia customer complaints. Complaints of these customers need to be noticed Tokopedia because it will impact on customer convenience.

The purpose of this study is to know how customer expectations on Tokopedia, Tokopedia performance, Tokopedia customer satisfaction level and how to improve Tokopedia customer satisfaction. This research belongs to quantitative descriptive research.

Methods of data collection is done through the spread of questionnaires through social media. This study used a sample of 384 respondents who had made a purchase transaction in Tokopedia. This research uses experiential marketing indicator with analysis method using Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA).

The result of data processing shows that customer expectation to Tokopedia high and Tokopedia performance according to customer is good enough. While overall Tokopedia customer satisfaction measured using CSI method is 64.67% or quite satisfied. In addition, the calculation using the IPA is known there are three attributes that must be repaired five attributes that must be maintained by Tokopedia.

Based on the results of research can be suggested to Tokopedia to improve customer service attributes and websites that the customer has not maximized and needs to be improved. Tokopedia should also regularly monitor customer satisfaction in order to always know the attributes that must be improved and improved in order to meet customer expectations and satisfy customers.

Keywords: Customer Satisfaction, Experiential Marketing, Customer Satisfaction Index (CSI), Importance Performance Analysis (IPA), Tokopedia.