

ABSTRACT

Internet technology is constantly evolving and more and more people are using Internet technology to support their daily activities. The impact of Internet technology is the emergence of new economic opportunities, with the launch of Internet-based shopping and selling, called e-commerce. In the second quarter of 2020, JD.ID ranked 6th in Indonesia in terms of monthly online visitors compared to domestic and foreign e-commerce across all categories. However, JD.ID's ranking dropped to 10th place in the second quarter of 2022. The decline in JD.ID visitors indicates a problem related to loyalty.

The purpose of this study was to determine the effect of service quality on customer complaints and customer loyalty on the JD.ID e-commerce site.

The type of research used in this study is a type of quantitative research with a causal approach. The sampling method used is non-probability sampling with a sample size of 146 respondents. The number of samples is obtained from calculating the F test on 6 variables using G-power 3.1.9 software. This study uses primary data sources, namely data obtained from distributing google form questionnaires on Instagram social media, and the results are analyzed using SmartPLS 3.2.9. Before processing the data, validity and reliability tests were first carried out using SPSS 25.0 to show that the survey instrument was valid and reliable. The results of the validity and reliability tests on the 9 variables used in the study obtained valid results.

The results of research conducted using Smart-PLS 3.1.9 software assistance with a valid sample size of 176 respondents out of a total of 202 respondents show that service quality has a positive and significant effect on customer satisfaction. In addition, customer satisfaction also has a positive and significant influence on customer complaints and customer loyalty. In the context of e-commerce, the higher the level of customer satisfaction with the quality of service provided, the lower the level of customer complaints, and the higher the level of customer loyalty to the e-commerce platform.

Future research is expected to add other research objects, so that not only on the JD.ID website, but can be applied to other e-commerce websites. So that the results can be used as an evaluation or used as a comparison material. Further research is recommended to use other supporting variables such as Website Usability, Information Quality and Security guarantees to measure the level of service quality.

Keyword: Customer Complaints, Customer Loyalty, Customer Satisfaction, E-Commerce, JD.ID, Service Quality, SmartPLS