

# ***The Influence of Service Quality, Product Quality, and Online Customer Review on Customer Satisfaction***

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## ***Abstract***

*This study examines the influences of service quality, product quality, and online customer reviews on customer satisfaction. The objective of this research is to identify, analyze, and demonstrate whether these three independent variables have an impact on customer satisfaction. The study was conducted using respondents from the Special Capital Region of Jakarta, excluding the Thousand Islands, with a total sample of 160 participants obtained through the distribution of online questionnaires via Google Form. The sampling technique applied was non-probability sampling with a purposive sampling method. The collected data were analyzed using the Partial Least Square (PLS) approach with SmartPLS 4.0 software. The findings reveal that service quality has a positive and significant effect on customer satisfaction. Similarly, product quality exerts a positive and significant influence on customer satisfaction, and online customer reviews also show a positive and significant impact on customer satisfaction.*

**Keywords:** *Customer Satisfaction, Service Quality, Product Quality, Shopee, Online Customer Reviews*

# **Pengaruh Kualitas Pelayanan, Kualitas Produk, dan Ulasan Pelanggan Daring Terhadap Kepuasan Pelanggan**

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## **Abstrak**

Penelitian ini mengangkat topik terkait pengaruh kualitas pelayanan, kualitas produk, dan ulasan pelanggan daring terhadap kepuasan pelanggan yang. Tujuan penelitian ini adalah untuk mengetahui, menganalisa, dan membuktikan apakah ketiga variabel independen tersebut memiliki dampak terhadap kepuasan pelanggan. Penelitian ini dilakukan dengan mengambil responden dari wilayah Daerah Khusus Jakarta, tidak termasuk Kepulauan Seribu, dengan jumlah sampel sebanyak 160 responden yang diperoleh melalui penyebaran kuesioner secara daring menggunakan Google Form. Teknik pengambilan sampel menggunakan pendekatan *non-probability sampling* dengan metode *pursposive sampling*. Data yang terkumpul dianalisis dengan metode *Partial Least Square (PLS)* dengan perangkat lunak SmartPLS 4.0. Hasil penelitian menunjukkan bahwa kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Kualitas produk berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Ulasan pelanggan daring berpengaruh positif dan signifikan terhadap kepuasan pelanggan.

**Kata Kunci:** Kepuasan Pelanggan, Kualitas Pelayanan, Kualitas Produk, Shopee, Ulasan Pelanggan Daring