

COSMETIC CUSTOMER SATISFACTION: A STUDY OF SHOPEE USERS IN DKI JAKARTA

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Abstract

The rapid growth of digital marketplaces in Indonesia has encouraged consumers to purchase various products online, including cosmetics. Shopee, as one of the leading digital marketplace platforms, offers features such as return policies and online reviews to support online shopping. However, consumers still face issues related to product mismatch, post-purchase problems, and the credibility of online reviews, which may affect customer satisfaction. This study aims to examine the effect of return policy and online reviews on customer satisfaction, with purchase behavior as a mediating variable in cosmetic purchases through Shopee in DKI Jakarta. A quantitative approach was employed using an online questionnaire distributed via Google Forms to 160 respondents. Data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 4. The results indicate that return policy and online reviews positively and significantly affect purchase behavior, while purchase behavior positively influences customer satisfaction. However, return policy and online reviews have no direct effect on customer satisfaction. Purchase behavior mediates both relationships, indicating that customer satisfaction is primarily shaped through consumers' purchase behavior.

Keywords: *Customer Satisfaction, Online Reviews, Purchase Behavior, Return Policy.*

KEPUASAN PELANGGAN KOSMETIK (STUDI PADA SHOPEE DI DKI JAKARTA)

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Abstrak

Pertumbuhan pasar digital di Indonesia mendorong peningkatan pembelian produk secara daring, termasuk kosmetik. Shopee sebagai salah satu platform pasar digital menyediakan fitur seperti kebijakan pengembalian dan ulasan daring untuk mendukung aktivitas belanja. Namun, konsumen masih menghadapi kendala seperti ketidaksesuaian produk, permasalahan pasca pembelian, dan kredibilitas ulasan daring yang dapat memengaruhi kepuasan pelanggan. Penelitian ini bertujuan menganalisis pengaruh kebijakan pengembalian dan ulasan daring terhadap kepuasan pelanggan dengan perilaku pembelian sebagai variabel mediasi pada pembelian produk kosmetik melalui Shopee di DKI Jakarta. Penelitian menggunakan metode kuantitatif dengan data yang diperoleh melalui kuesioner daring menggunakan Google Forms kepada 160 responden. Analisis data dilakukan menggunakan *Structural Equation Modeling* berbasis *Partial Least Square* (SEM-PLS) dengan SmartPLS 4. Hasil penelitian menunjukkan bahwa kebijakan pengembalian dan ulasan daring berpengaruh positif dan signifikan terhadap perilaku pembelian, sedangkan perilaku pembelian berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Namun, kebijakan pengembalian dan ulasan daring tidak berpengaruh langsung terhadap kepuasan pelanggan. Perilaku pembelian terbukti memediasi kedua hubungan tersebut, sehingga kepuasan pelanggan lebih kuat terbentuk melalui perilaku pembelian.

Kata Kunci: Kebijakan Pengembalian, Kepuasan Pelanggan, Perilaku Pembelian, Ulasan Daring.