

PENGARUH KUALITAS PELAYANAN *CUSTOMER RELATIONS* PRODUK *E-COMMERCE* TERHADAP LOYALITAS PELANGGAN

(Survei Kepada *Followers* produk kecantikan SOCIOLLA di Instagram)

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ABSTRAK

SOCIOLLA merupakan *platform* digital dibidang kecantikan yang menawarkan ribuan produk yang didistribusikan dari dalam dan luar negeri. Agar dapat mempertahankan eksistensinya, maka SOCIOLLA harus meningkatkan kualitas pelayanan terbaiknya dengan menjaga kepuasan pelanggan agar dapat terus menjadi pilihan masyarakat dalam membeli produk kecantikan *online*. Tujuan penelitian ini adalah untuk mengetahui seberapa besar pengaruh kualitas pelayanan *customer relations* pada SOCIOLLA terhadap tingkat loyalitas pelanggan. Pendekatan yang digunakan pada penelitian ini adalah pendekatan objektif atau pendekatan kuantitatif. Dalam penelitian ini, peneliti melakukan dengan metode survei yang dilakukan pada konsumen SOCIOLLA di Instagram. Berdasarkan hasil uji regresi, hasil koefisien antara variabel X (kualitas pelayanan) dengan variabel Y (loyalitas pelanggan) bernilai positif dan signifikan. Analisis korelasi menunjukkan hasil bahwa variabel X (kualitas pelayanan) dan variabel Y (loyalitas pelanggan) memiliki hubungan yang kuat. Dari hasil uji koefisien determinasi, hubungan pelayanan customer terhadap loyalitas pelanggan menunjukkan hasil yang menonjol. Berdasarkan hasil uji hipotesis, teori pelayanan *Customer Relations* dan teori loyalitas pelanggan memiliki pengaruh yang signifikan antara masing-masing variabel independen dan dependen. Berdasarkan hasil penelitian yang telah dilakukan dapat diketahui bahwa terdapat hubungan yang cukup berarti antara pengaruh kualitas pelayanan terhadap loyalitas pelanggan di Instagram di SOCIOLLA.

Kata kunci: Kualitas Pelayanan, *Customer Relations*, *E-Commerce*, Loyalitas Pelanggan.

THE EFFECT OF CUSTOMER RELATION SERVICES QUALITY FROM E-COMMERCE TOWARDS THE LOYALTY OF CUSTOMER
(Survey from Followers of SOCIOLLA Beauty Products)

ABSTRACT

SOCIOLLA is a digital platform in beauty industry that offers thousands of products distributed from inside and outside country. In order to maintain its existence, SOCIOLLA must improve the quality of its best services by maintaining customer satisfaction in order to continue to be the people's choice in buying beauty products online. The purpose of this study was to determine how much influence of the quality of customer relations services at SOCIOLLA on the level of customer loyalty. The approach used in this research is objective approach or quantitative approach. In this study, researchers did a survey method conducted on SOCIOLLA consumers on Instagram. Based on the results of the regression test, the coefficient results between variable X (service quality) and Y variable (customer loyalty) are positive and significant. Correlation analysis shows the result that variable X (service quality) and variable Y (customer loyalty) have a strong relationship. From the results of the coefficient of determination test, the relationship of customer service to customer loyalty shows a striking result. Based on the results of hypothesis testing, Customer Relations service theory and customer loyalty theory have a significant influence between each independent and dependent variable. Based on the results of research that has been done it can be seen that there is a significant relationship between the effect of service quality on customer loyalty on Instagram at SOCIOLLA.

Keywords: *Quality of Services, Customer Relations, E-Commerce, Customer Loyalty*