

**THE INFLUENCE OF PRODUCT QUALITY, PRICE AND SELLER RATING
ON SHOPEE CUSTOMER LOYALTY**
(Study on Unived Faculty of Economics and Business Students)

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ABSTRACT

The aim of this research is to determine the influence of product quality, price and seller rating on Shopee customer loyalty among the students at the Faculty of Economics and Business, Unived. The sample in this research was 75 customers who used Shopee application. Data collection uses a questionnaire and the analysis methods used are validity testing, reliability testing and hypothesis testing. The research results show that the multiple linear regression value $Y = 4.433 + 0.211X_1 + 0.402X_2 + 0.168X_3$ with a positive regression direction means that product quality has a significant effect on customer loyalty, because the significant value of 0.000 is smaller than 0.05. This means that product quality will increase customer loyalty among Shopee application users. The price has a significant influence of 0.005, which is smaller than 0.05. This means that prices can increase loyalty towards Shopee customers. The seller rating has a significant effect on Shopee customer loyalty, because the significant value of 0.004 is smaller than 0.005, meaning that the seller rating will increase Shopee customer loyalty. Product quality, prices and seller rating affect customer loyalty together. The coefficient of determination R square is 0.542. This means that product quality, prices and seller rating influence Shopee customer loyalty and the calculated F value > t table at the 5% significance level, namely 27,954 > 1,646.

Keywords: Product Quality, Prices and Seller Rating

1) Student

2) Supervisors

