

ABSTRAK

Penelitian ini bertujuan untuk mengungkapkan (1) pengaruh kemampuan penjualan terhadap kepuasan pelanggan, (2) pengaruh distribusi produk terhadap kepuasan pelanggan, (3) pengaruh keberagaman produk terhadap kepuasan pelanggan, (4) pengaruh kualitas informasi terhadap kepuasan pelanggan, (5) pengaruh komitmen terhadap kepuasan pelanggan.

Data populasi yang digunakan dalam penelitian ini adalah masyarakat Indonesia yang tergabung didalam komunitas *e-Commerce*. Sampel diambil secara acak terpilih menggunakan 389 responden dari populasi. Data menggunakan *multiple linear regression* dan *binary logistic regression*. Penelitian ini merupakan penelitian empiris dengan pendekatan kuantitatif, yang melibatkan penggunaan analisis statistic. Penelitian ini menggunakan data primer. Alat yang digunakan dalam penelitian ini adalah *multiple linear regression* dan *binary logistic regression* dengan software SPSS versi 20.

Hasil analisis bivariat dalam penelitian ini telah menunjukkan terdapat pengaruh antara kemampuan penjualan, distribusi produk, keberagaman produk, kualitas informasi, dan komitmen terhadap kepuasan pelanggan, hasil analisis multivariat, logistic, dan linier berganda dalam penelitian ini telah menunjukkan terdapat pengaruh antara distribusi produk, kualitas informasi, dan komitmen terhadap kepuasan pelanggan.

Kata Kunci : Kemampuan Penjualan, Distribusi Produk, Keberagaman Produk, Kualitas Informasi, Komitmen, Kepuasan Pelanggan, E-Commerce

ABSTRACT

The research aims to reveal (1) the effect of sales ability on customer satisfaction, (2) the effect of product distribution on customer satisfaction, (3) the effect of product diversity on customer satisfaction, (4) the effect of information quality on customer satisfaction, (5) the effect of commitment on customer satisfaction.

Population data used in this study are Indonesian people who are members of the e-Commerce community. Samples taken randomly were selected using 389 respondents from the population. Data using multiple linear regression and binary logistic regression. This research is an empirical research with a quantitative approach, which involves the use of statistical analysis. This study uses primary data. The tools used in this study were multiple linear regression and binary logistic regression with SPSS software version 20.

The results of bivariate analysis in this study have shown that there is an influence between sales ability, product distribution, product diversity, information quality, and commitment to customer satisfaction, the results of multivariate, logistic and multiple linear analysis in this study have shown that there is an influence between product distribution, quality information, and commitment to customer satisfaction.

Keywords : *Sales Ability, Product Distribution, Product Diversity, Quality Information, Commitment, Customer Satisfaction, E-Commerce*