ABSTRACT

Shopee as one app marketplace has features to satisfy the seller and the buyer in the transaction of buying and selling, the chat feature and bargaining feature. Through the chat feature sellers and buyers can immediately communicate on Shopee. And through bargaining features, buyers can make a bargain price directly with the seller. Customer satisfaction has a very important role for the company. Improve customer satisfaction means to increase profits while maintaining the viability of the company. This is the background of this research that aims to determine how much influence the chat feature and bargaining feature on the Shopee application towards customer satisfaction.

This research is quantitative research. The population in this study is the Shopee users with a total sample of 385 respondents. This study uses multiple regression analysis technique where a chat feature as an independent variable (X1) and bargaining features as the independent variable (X2). While customer satisfaction as the dependent variable (Y). Collecting data in this study conducted by distributing questionnaires. Data processing use SPSS version 20.

The results of this study can be concluded that the chat feature has been well categorized with a percentage of 69.21% and bargaining features are categorized very well with a percentage of 86%, as well as the customer's decision to be in either category by 63.48%. There is significant influence between the chat feature and bargaining features to customer satisfaction of 43.6%. Where the results $F_{tabel} < F_{hitung}$ is 3.01 <147.525, so H_1 is accepted.

Based on the analysis and discussion, the company is expected to provide education to the seller in Shopee application to provide a more complete details of the products that buyers were satisfied with the goods bought.

Keywords: Chatting Features, Bargaining Features, E-commerce, C2C Marketplace Apps, Customer Satisfaction