

ABSTRACT

The internet is an electronic medium that is used for various research activities, information utilization and of course a transaction and shopping tool through online trading media. Bukalapak is one of the leading electronic trading (e-commerce) companies in Indonesia with a platform in the form of a website and application with a consumer to consumer (C2C) model. However, Bukalapak has experienced a decline in the number of visitors since 2021, which had 29.88 million active users. However, in the first quarter of 2022, the number of active Bukalapak users fell to 23.1 million. As for reports of consumer complaints through the Indonesian Consumers Foundation (YLKI) regarding the quality of Bukalapak services. This study utilizes the SERVQUAL model which has been modified and adjusted for the dimensional factors that influence it by considering the context of online shopping in e-commerce.

This study uses quantitative research methods, the sample collection process in this study uses non-probability sampling techniques with a sample size of 262 respondents. The data collection technique was carried out by distributing questionnaires using google form and SPSS 25.0. as a validity test tool and reliability test and the data results are processed using Smart-PLS 4 software.

This study aims to determine the effect of service quality on customer complaints and customer loyalty on the Bukalapak website in Indonesia through customer satisfaction, both direct effects and indirect effects.

The results of this study indicate that reliability, trust, and website design variables have a positive and significant effect on service quality, service quality variables have a positive and significant effect on customer satisfaction and customer satisfaction variables have a positive and significant effect on customer complaints and customer loyalty, then customer complaints have a positive and significant effect on customer loyalty variables. Service quality variables have a positive and significant effect on customer complaints and customer loyalty through the intervening variable, namely customer satisfaction.

Future research suggestions are expected to use other supporting variables to measure the level of service quality of the Bukalapak website such as ease of use, security, assurance or other variables.

Keyword: Bukalapak, Customer Complaints, Customer Loyalty, E-Commerce, Service Quality, Smart-PLS