

ABSTRACT

Bukalapak, as one of the most popular online shopping applications in Indonesia, faces challenges in satisfying its customers. Despite offering a variety of products and services, there are significant complaints related to the quality of service and promotions conducted. These complaints are reflected in negative reviews on the App Store and issues regarding giveaway prizes that do not reach the winners. In addition, Bukalapak's product variation has also come under scrutiny, especially when compared with its competitors like Blibli.

This study aims to evaluate how Bukalapak's product variety, sales promotion, and electronic service quality influence customer satisfaction through purchase decision, as well as to what extent each of these factors impacts the decisions and satisfaction of Bukalapak's consumers.

This research applies a quantitative method, collects data through a survey distributed via Google Form, and selects samples using a non-probability sampling method with purposive sampling technique. It involves respondents who had shopped at Bukalapak when domiciled in Indonesia and included the millennial, X, and Z generations. For data analysis, this study utilizes the PLS-SEM technique with the assistance of the SmartPLS software.

The results of this research show that respondents assess the quality of e-services quality, sales promotions and product variations offered by Bukalapak as well as purchase decisions and consumer satisfaction for Bukalapak in the Very Good category. E-service quality, sales promotions and product variety have a positive and significant effect on purchase decisions and satisfaction.

Bukalapak, referring to the findings of this research, can improve purchasing decisions and customer satisfaction by improving the quality of e-services, including improving the user interface and response speed; second, developing more innovative and attractive sales promotion strategies to attract new consumers and retain existing customers; third, continuously updating and adapting its product variations to remain relevant to market needs and desires, as well as introducing new brands and products over time; and fourth, utilizing consumer feedback and reviews for continuous service improvement, ensuring that customers feel heard and their needs are met, which in turn will enhance their shopping experience at Bukalapak. Through these steps, Bukalapak can effectively increase customer satisfaction and encourage more positive purchasing decisions.

Keywords: Customer Satisfaction, Purchase Decision, Product Variety, Sales Promotion, E-Service Quality