

ABSTRAK

Nama : Iqbal Ferdiansyah
Program Studi : Manajemen
Judul : Pengaruh Kualitas Layanan, Citra Merek Dan Kepercayaan
Konsumen Terhadap Kepuasan Pelanggan Media Online
Tokopedia Di Kecamatan Dewantara, Kabupaten Aceh Utara

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas layanan, citra merek, dan kepercayaan konsumen terhadap kepuasan pelanggan Tokopedia di Kecamatan Dewantara, Kabupaten Aceh Utara. Metode penelitian yang digunakan adalah kuantitatif dengan penyebaran kuesioner kepada responden yang merupakan pengguna Tokopedia di wilayah tersebut. Data yang diperoleh dianalisis melalui uji validitas, reliabilitas, regresi linier berganda, uji t, dan uji F. Hasil penelitian menunjukkan bahwa kualitas layanan tidak berpengaruh signifikan terhadap kepuasan pelanggan, yang berarti peningkatan atau penurunan kualitas layanan belum mampu memberikan dampak nyata terhadap kepuasan. Sebaliknya, citra merek terbukti berpengaruh positif dan signifikan terhadap kepuasan pelanggan, menunjukkan pentingnya persepsi positif terhadap Tokopedia dalam meningkatkan kepuasan. Selain itu, kepercayaan konsumen juga berpengaruh signifikan terhadap kepuasan pelanggan, terutama melalui aspek keamanan transaksi, keandalan informasi produk, dan konsistensi layanan

Kata Kunci : *Kualitas Layanan, Citra Merek, Kepercayaan Konsumen, Kepuasan Pelanggan.*

ABSTRACT

Name : Iqbal Ferdiansyah
Program Study : Management
Title : The Influence of Service Quality, Brand Image, and Consumer Trust on Customer Satisfaction with Tokopedia Online Media in Dewantara Subdistrict, North Aceh Regency

This study aims to analyze the effect of service quality, brand image, and consumer trust on customer satisfaction with Tokopedia in Dewantara District, North Aceh Regency. The research method used is quantitative with the distribution of questionnaires to respondents who are Tokopedia users in the region. The data obtained were analyzed through validity and reliability tests, multiple linear regression, t-tests, and F-tests. The results of the study indicate that service quality does not have a significant effect on customer satisfaction, meaning that improvements or declines in service quality have not been able to have a real impact on satisfaction. Conversely, brand image was proven to have a positive and significant effect on customer satisfaction, indicating the importance of positive perceptions of Tokopedia in increasing satisfaction. In addition, consumer trust also had a significant effect on customer satisfaction, particularly through the aspects of transaction security, product information reliability, and service consistency.

Keywords : *Service Quality, Brand Image, Consumer Trust, Customer Satisfaction.*