

THE EFFECT OF RELATIONSHIP MARKETING ON ONLINE PURCHASE SATISFACTION AMONG BLIBLI.COM CONSUMERS

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ABSTRACT

This study aims to examine and analyze the level of consumer satisfaction in online shopping at Blibli.com. The hypotheses tested in this study propose that the variables of commitment, empathy, reciprocity, and trust have a positive effect on consumer satisfaction. Primary data were collected through questionnaires distributed to 150 respondents who met the predetermined respondent criteria. The sampling technique employed was non-probability sampling using judgment sampling. Data were analyzed using multiple linear regression analysis and hypothesis testing. The results indicate that, based on the F-test, all variables influencing consumer satisfaction simultaneously have a positive and significant effect. Furthermore, the t-test results reveal that each independent variable individually has a positive effect on consumer satisfaction. The Adjusted R Square value of 0.764 indicates that 76.4% of the variation in consumer satisfaction is explained by commitment, empathy, reciprocity, and trust, while the remaining 23.6% is explained by other factors not examined in this study.

Keywords: Commitment, Empathy, Reciprocity, Trust, Consumer Satisfaction

INTRODUCTION

The era of modernization and continuous technological advancement has significantly transformed consumers' shopping behavior. Increasingly busy lifestyles have led consumers to seek products and services that are practical, affordable, and convenient. In terms of shopping, consumers expect to purchase all their necessities from a single marketplace without unnecessary effort.

The rapid development of computer technology and information systems has created opportunities for businesses to promote their products more effectively. One of the most widely used promotional media is the Internet, which enables companies to market products directly to consumers.

According to data from the Indonesian Internet Service Providers Association (APJII, 2014), Indonesia had approximately 88.1 million Internet users, representing 34.9% of the country's population of 252.4 million. Among these users, 34% (29.95 million) searched for product information online, while 27% (23.78 million) purchased products through online shopping platforms.

Online shopping is popular among both men and women. Five major product categories dominate online purchases in Indonesia: fashion, cosmetics, gadgets, travel services, and books, as shown in the following table.