

ABSTRAK

Riris Devina Theresia Sihotang, NIM: 7203250022 “Analisis *Usability* dan *Responsiveness Chatbot* Terhadap *Customer Satisfaction* Pada *Customer Service E-commerce* (Studi Kasus: Mahasiswa Bisnis Digital Universitas Negeri Medan)”

Penelitian ini bertujuan untuk mengevaluasi sejauh mana *usability* dan *responsiveness chatbot* mempengaruhi *customer satisfaction* pada *customer service* di *e-commerce* di kalangan mahasiswa program studi Bisnis Digital Universitas Negeri Medan. Metode yang digunakan adalah pendekatan kuantitatif deskriptif dengan teknik *purposive sampling*, melibatkan 78 responden. Data dikumpulkan melalui kuesioner yang menggunakan skala Likert, dan dianalisis secara statistik dengan metode regresi berganda serta uji hipotesis menggunakan uji F, uji t, dan koefisien determinasi. Sebelum analisis utama dilakukan, data diuji untuk validitas, reliabilitas, dan asumsi klasik. Pengolahan data dilakukan menggunakan SPSS versi 29. Hasil analisis menunjukkan bahwa secara keseluruhan, *usability* dan *responsiveness chatbot* memiliki pengaruh positif dan signifikan terhadap *customer satisfaction* pada *customer service* di *e-commerce* di kalangan mahasiswa program studi Bisnis Digital Universitas Negeri Medan. Hal ini ditunjukkan dengan nilai Fhitung yang melebihi Ftabel pada tingkat signifikansi 5%. Pengaruh *usability* dan *responsiveness* terhadap kepuasan pelanggan diukur dengan nilai R-square. Secara individual, *usability* memiliki pengaruh signifikan terhadap *customer service* dengan nilai thitung lebih besar dari t tabel, dan *responsiveness* juga menunjukkan pengaruh signifikan dengan nilai thitung lebih besar dari ttabel.

Kata Kunci: *Usability, Responsiveness, Customer Satisfaction, Chatbot, E-Commerce, Customer Service, Mahasiswa, Bisnis Digital*

ABSTRACT

Riris Devina Theresia Sihotang, NIM: 7203250022 "Analysis of Chatbot Usability and Responsiveness on Customer Satisfaction in E-Commerce Customer Service (Case Study: Digital Business Students, Universitas Negeri Medan)"

This study aims to evaluate the extent to which chatbot usability and responsiveness affect customer satisfaction in e-commerce customer service among Digital Business students at Universitas Negeri Medan. The research employs a quantitative descriptive approach with purposive sampling, involving 78 respondents. Data were collected through a questionnaire using a Likert scale and analyzed statistically using multiple regression analysis, with hypothesis testing conducted using F-test, t-test, and the coefficient of determination. Prior to the main analysis, the data were tested for validity, reliability, and classical assumptions. Data processing was carried out using SPSS version 29. The analysis results indicate that, overall, chatbot usability and responsiveness have a positive and significant impact on customer satisfaction in e-commerce customer service among Digital Business students at Universitas Negeri Medan. This is evidenced by the F-value exceeding the F-table value at a 5% significance level. The influence of usability and responsiveness on customer satisfaction is measured by the R-square value. Individually, usability has a significant effect on customer satisfaction with a t-value greater than the t-table value, and responsiveness also shows a significant effect with a t-value greater than the t-table value.

Keywords: Usability, Responsiveness, Customer Satisfaction, Chatbot, E-Commerce, Customer Service, Students, Digital Business