

**ABSTRAK**

**SEGMENTASI DEMOGRAFIS SHOPEE DAN TOKOPEDIA:  
PENGARUH SIKAP TERHADAP PRODUK, SIKAP TERHADAP  
HARGA, SIKAP TERHADAP DISTRIBUSI, DAN SIKAP TERHADAP  
PROMOSI PADA KEPUASAN KONSUMEN LAKI-LAKI DAN  
PEREMPUAN**

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Penelitian ini bertujuan untuk mengetahui : 1) pengaruh sikap terhadap produk pada kepuasan konsumen (Shopee dan Tokopedia), 2) pengaruh sikap terhadap harga pada kepuasan konsumen (Shopee dan Tokopedia), 3) pengaruh sikap terhadap distribusi pada kepuasan konsumen (Shopee dan Tokopedia), 4) pengaruh sikap terhadap promosi pada kepuasan konsumen (Shopee dan Tokopedia), 5) perbedaan segmentasi demografis Shopee dan Tokopedia berdasarkan jenis kelamin. Populasi penelitian ini adalah konsumen yang pernah menggunakan aplikasi Shopee dan Tokopedia. Penelitian ini mengambil sampel sebanyak 120 responden. Pengambilan sampel menggunakan metode *nonprobability sampling* dengan teknik *purposive sampling*. Teknik analisis data menggunakan analisis regresi linear berganda dan *paired sample t test* dengan menggunakan IBM SPSS versi 25. Hasil penelitian ini menunjukkan bahwa : 1) sikap terhadap produk berpengaruh positif pada kepuasan konsumen (Shopee dan Tokopedia), 2) sikap terhadap harga berpengaruh positif pada kepuasan konsumen (Shopee dan Tokopedia), 3) sikap terhadap distribusi berpengaruh positif pada kepuasan konsumen (Shopee dan Tokopedia), 4) sikap terhadap promosi berpengaruh positif pada kepuasan konsumen (Shopee dan Tokopedia), 5) strategi segmentasi demografis tidak relevan pada masing-masing lokapasar.

Kata kunci : Produk, Harga, Distribusi, Promosi, Kepuasan Konsumen

**ABSTRACT**

**DEMOGRAPHIC SEGMENTATION OF SHOPEE AND TOKOPEDIA:  
THE INFLUENCE OF ATTITUDES TOWARDS PRODUCTS, PRICES,  
DISTRIBUTION, AND PROMOTION ON MALE AND FEMALE  
CONSUMERS SATISFACTION**

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This research aims to determine: 1) the influence of attitude towards products on consumer satisfaction (Shopee and Tokopedia), 2) the influence of attitude towards price on consumer satisfaction (Shopee and Tokopedia), 3) the influence of attitude towards distribution on consumer satisfaction (Shopee and Tokopedia), 4) the influence of attitude towards promotion on consumer satisfaction (Shopee and Tokopedia), 5) differences in demographic segmentation of Shopee and Tokopedia based on gender. The population of this research consists of consumers who have used the Shopee and Tokopedia applications. This research sampled a total of 120 respondents. The sampling method employed nonprobability sampling with purposive sampling techniques. Data analysis techniques encompassed multiple linear regression analysis and paired sample t-tests using IBM SPSS version 25. The results of this study indicate that 1) attitude towards products positively affects consumer satisfaction (Shopee and Tokopedia), 2) attitude towards price positively affects consumer satisfaction (Shopee and Tokopedia), 3) attitude towards distribution positively affects consumer satisfaction (Shopee and Tokopedia), 4) attitude towards promotion positively affects consumer satisfaction (Shopee and Tokopedia), 5) demographic segmentation strategies are not relevant in each market location.

**Keywords:** Attitude, Products, Price, Distribution, Promotion, Consumer Satisfaction