

## ABSTRACT

*The increasing growth of e-Commerce in Indonesia has made Shopee join in enlivening this industry. There are several factors that relate to Indonesian people's behavior in shopping online, namely trust, price, convenience and availability of goods. The aims of this research are (1) to find out whether there is a relationship between the quality of mobile shopping services and partial shopping satisfaction and loyalty, and (2) to find out whether there is a relationship between service quality and partial mobile shopping satisfaction and loyalty on the Shopee application. The sample used in this research was 30 people consisting of men and women. The research method used is a quantitative method with descriptive analysis using causal relationships. There are thirteen hypotheses in this research which are tested directionally, namely testing the variables efficiency, content, fulfillment, responsiveness, and contact on customer satisfaction. Then, test the service quality variables on customer satisfaction, customer satisfaction on customer complaints, customer satisfaction on customer loyalty and customer loyalty on efficiency, content, fulfillment, responsiveness and contact. Rejection of the hypothesis indicates that the data used in this research cannot support the hypothesis proposed.*

*Keywords: service quality, mobile shopping, loyalty, e-Commerce*