

ABSTRACT

This research is motivated by the growing online business, known as e-commerce that currently growing very rapidly. The number of online businesses makes the company not only have to provide the best products, but also provide an impressive service to customers so that they will feel the satisfaction and return to visit the site to do re-purchase and then become loyal customers. In e-commerce, security and ease of information systems also need to be considered to assist customers in making purchasing decisions. Blibli.com is a commerce site or online trading established in Indonesia since 2011. Blibli.com sell its services with the aim of providing satisfaction and meet customer needs.

This research adopting the model of success of information systems that have been redeveloped by Jing & Yoo (2013) by using all variables in it. The purpose of this study was to test the effect of system quality, information quality, and quality of service to customer satisfaction as well as the influence of customer satisfaction on customer loyalty of Blibli.com. The sampling technique used was purposive sampling with requirement has online shopping experience through Blibli.com. The number of samples collected and have been qualified amounted to 385 respondents.

Methods of data analysis used in this research is using descriptive analysis and path analysis in which the data has passed the test of normality. Prior to the normality test, the entire results of the questionnaire respondents had declared valid and reliable. Testing the hypothesis in this study conducted by testing the effect of system quality, information quality and service quality to customer satisfaction through simultaneous test (F test) and partial test (t test). The effect of customer satisfaction on loyalty was passing through simultaneous testing (F test) and partial test (t test).

The research proves that the system quality, information quality, and service quality significantly influence customer satisfaction simultaneously, as well as prove that customer satisfaction has positive and significant impact on customer loyalty.

Based on this research, there are things that can be done by Blibli.com as to improve customer satisfaction and to develop a sense of loyalty within the customer.

Keywords: system quality, information quality, service quality, e-satisfaction, e-loyalty.