

ABSTRACT

Technological advances and the internet cause a change in the business environment, the process of buying and selling also affected and began to shift to online channels. Nowadays, we can see many emerging e-commerce companies. Every company needs to pay attention to customer loyalty, because customer loyalty impact on company's success. E-commerce also can't be separated from it.

Previous research has found that one of the factors affecting loyalty is customer satisfaction. OLX.co.id as one of the largest e-commerce in Indonesia, but it has a low level of customer satisfaction and loyalty. OLX.co.id has made efforts to improve customer satisfaction and loyalty. But some sources say that the effort did not work. Therefore it is important to know the condition of customer satisfaction and loyalty on OLX.co.id

The research has a purpose to examine how good customer satisfaction and customer loyalty OLX.co.id. This research is done because secondary data say that OLX.co.id's customer satisfaction and loyalty level is low. This research measure customer satisfaction and loyalty through measuring tools adapted from Tjiptono and Chandra's (2012) customer satisfaction theory, and theory Kotler and Keller's (2009) customer loyalty.

The research method used is quantitative method, and analysis is done by descriptive analysis, sampling technique used is purposive sampling. Data collection was done through randomly distributed questionnaires through online media to 385 respondents who were OLX.co.id users.

The results of this study are the responses of respondents to customer satisfaction OLX.co.id included on not 'good' criteria, and the response of respondents to customer loyalty included on 'bad' criteria.

Keywords: Descriptive Analysis, Customer Satisfaction, Customer Loyalty