ABSTRACT

Lazada Indonesia is a company engaged in the field of online trading and retail services e-commerce model B2C. Lazada Indonesia is ranked 1 on e-commerce most frequented throughout the year 2017. It is not comparable with the large percentage of visitors switching owned by Lazada Indonesia. And the low level of customer trust to Lazada Indonesia makes it ranked last in a survey conducted TrustedCompany.

Through this research, we will measure how website quality influences e-Loyalty, website quality to e-Trust, switching barriers to e-Loyalty, e-Satisfaction to e-Loyalty and e-Trust to e-Loyalty, e-Trust e-Satisfaction.

Data collection is done through the distribution of questionnaires to 556 users Lazada.co.id in Bandung city online. The analysis technique used is Structural Equation Model (SEM) with SmartPLS 3.2.7.

The results showed that e-Satisfaction has positive and significant effect on e-Loyalty, e-Trust has no effect on e-Loyalty, e-Trust proved to affect e-Satisfaction, switching barriers positively affect e-Loyalty, Website quality positively e-Loyalty, Website quality proved to affect e-Trust.

The results are expected to be a reference for the company to increase customer confidence Lazada.co.id needs to pay special attention to create and develop the reputation of the company and change the reputation to be a source of sustainable competitive advantage.

Keyword: *website quality, e-Loyalty, e-Trust, switching barriers, e-Satisfaction*