

ABSTRACT

The development of e-commerce business in Indonesia raised significantly in this recent years. The growth of e-commerce in Indonesia raised significantly since 2011 until 2016. In 2016, Tokopedia has been visited by 39.9 million visitors with 10.94 total page per visit. Meanwhile in 2017, There are 87.2 million visitors, with 7.26 page per visit that decreased significantly by +- 50%. This is the big decrease for big commerce companies; Tokopedia. In conclusion, we can indicate that Tokopedia had a decreased customer loyalty as we can see from a lower pages per visit and average visit duration.

Through this research, there will be a judgment of loyalty of the customers towards webqual variable with subvariable usability, and service interaction quality. Other than that, author will indicate the impact of subvariable usability, information quality, and service interaction quality towards customer loyalty who use tokopedia in Bandung region.

This research used quantitative method. The research was conducted by distributing questionnaires to 100 respondents of Tokopedia users. The data of questionnaire's was tested using validation and reability was tested. Data analysis in this research will be analyzed using multiple linear regression. Data was analyzed using IBM SPSS Statistic.

The results showed that customer ratings of usability, information quality, and service interaction quality showed very good value and had a significant positive effect on customer loyalty. While based on the results of partial test subvariabel information quality does not affect customer loyalty.

Increasing Tokopedia customer loyalty can be affected by Quality Website management that can be done by providing personalized space and improving the look of the website to attract customers' attention. When the quality of the website is high then the level of customer loyalty will also be high.

Keywords: Webqual, ecommerce, customer loyalty