

ABSTRACT

The growing number of internet users in Indonesia is increasing, making business opportunities in the e-commerce industry even more promising. This is supported by data services that are accessed by internet users and also data on internet utilization in the economic field.

This study aims to determine: (1) the influence of customer trust on e-commerce customer loyalty in Indonesia, (2) the effect of customer satisfaction on e-commerce customer loyalty in Indonesia, (3) the influence of customer trust and satisfaction on e-commerce customer loyalty in Indonesia . The sampling technique used purposive sampling with a total sample of 400 respondents. Data collection techniques using questionnaires that have been tested for validity and reliability. The data analysis technique used to test is the method of validation of multiple linear regression models used to generate patterns.

The results of this study indicate that: (1) Trust has a significant effect on customer loyalty. This is evidenced by the value of t arithmetic $(8,630) > t$ table $(1,966)$; (2) customer satisfaction has a significant effect on customer loyalty. This is evidenced by the value of t arithmetic $(13,579) > t$ table $(1,966)$; (3) customer trust and satisfaction significantly influence. This is evidenced by the calculated F value $(206,708) > F$ table $(3,018)$.

Keywords: Trust, Customer Satisfaction, Customer Loyalty