

## ABSTRACT

*Indonesia has 143.26 million internet users or 54.68 percent of the Indonesian population of 262 million in 2017. Through the internet, people can access anything from searching for information, news, entertainment, social media, and one of them that is currently used by many people, namely Electronic Commerce or commonly called e-commerce. By utilizing information technology, the development of E-Commerce is also increasing rapidly. With E-Commerce, buyers feel facilitated because e-commerce websites provide flexibility, allow buyers to freely choose the products they want, and allow fast transactions and delivery of goods.*

*The model used in this study regarding customer loyalty. This study was conducted to see whether there is a significant and positive relationship between the independent variables (Customer Interface Quality, Perceived Security, Customer Satisfaction, and Switching Costs) on customer loyalty on e-commerce Lazada.*

*This study uses quantitative methods, the purpose of this study is conclusive, the type of investigation is causal, based on the involvement of researchers is not to intervene data, the unit of analysis used is individuals, the research setting is non-contrived setting, and the time of conducting this research is cross section. The scale used in this study is the likert scale. The criteria of the population in this study were people who had already used and had transacted on the Lazada e-commerce website all over Indonesia with a total sample of 400 respondents. The data analysis technique is carried out by multivariate techniques, Structural Equation Modeling (SEM), Importance-Performance Map Analysis (IPMA), and hypothesis testing.*

*The results of this study are from the initial 8 hypotheses, only the remaining 6 hypotheses are accepted because the value meets the standard. Furthermore, based on the results of the research, the research questions have been answered well and made conclusions. The recommendations that generated by this research are the e-commerce website Lazada needs to develop customer satisfaction and its interface quality because if both work well and in line, it will produce a high level of customer loyalty.*

*Keyword: Customer Interface Quality, Customer Loyalty, Customer Satisfaction, Perceived Security, Structural Equation Modeling, Switching Costs.*