

ABSTRACT

Advancement of e-commerce, the quality of e-commerce services has been recognized as an important factor in determining the success rate of e-commerce businesses. The phenomenon that occurs in one of the most popular e-commerce shows that lately experiencing intense competition related to e-commerce activities, e-commerce actors who are less experienced in their fields can experience a decrease in the number of visitors that can affect sales so that website development is needed to improve the quality of the website.

The factors that influence e-commerce customer loyalty will be analyzed by involving the concept of the webqual 4.0 method which is the end-user's perception of a website that forms a structural equation model (SEM). Influence of cause and effect between will be tested using 400 sample data from the results of the JD.id customer survey.

The method of data collection will be carried out through the distribution of questionnaires through social media by using Google docs. The samples studied were 400 respondents. The data analysis technique used is Structural Equation Model (SEM) using version 3.0 SmartPLS.

The results of the descriptive analysis show that the overall quality of the JD.id website is good from all aspects. The results of the analysis show that only the quality of information has a positive and significant influence with a strong influence on customer satisfaction while the usability and service factors have no positive and significant effect on customer satisfaction on the JD.id website. The results of the analysis also show that only the quality of information has a positive and significant influence on customer loyalty with customer satisfaction as a mediator, while the usability and service factors do not have a positive and significant effect on customer satisfaction on the JD.id website.

Keywords: Webqual 4.0, usability, information quality, service interaction, customer satisfaction , loyalty intention