

ABSTRACT

The internet has become a very important thing in life. With internet helping e-commerce increasingly widespread. E-commerce Bukalapak is one of e-commerce from Indonesia and is an e-commerce with a high ranking in the e-commerce industry. Tight competition makes every e-commerce in Indonesia must have a competitive advantage in order to increase e-commerce site visitors and loyalty from users because user loyalty is needed so that they can continue to compete and survive in the e-commerce industry. However, in creating user trust and loyalty in conducting online transactions in an e-commerce, much must be considered such as security or appearance on the site.

This study aims to determine what are the factors that influence customer loyalty related to the variable perceived reputation, perceived size, user interface quality, information quality, perceived security, perceived privacy, trust, and satisfaction. The number of samples in this study were 400 respondents using a questionnaire. The analysis used in this study is multiple linear regression analysis and there are validity and reliability tests to measure the appropriateness of a questionnaire and the results of question items was valid and reliable.

Based on research results, there is an influence between perceived reputation, perceived size, information quality, perceived security, perceived privacy towards satisfaction, trust towards satisfaction, trust towards loyalty, and satisfaction towards loyalty. While user interface quality do not have an influence towards trust.

Keywords: e-commerce, trust, satisfaction, loyalty.