ABTRACT

Technological developments are increasingly making all activities easier, many sophisticated technologies are emerging that enable business people to develop their business strategies. One of them is the emergence of online / e-commerce platforms. Consumer loyalty is very important for companies that maintain business continuity and continuity of business activities. Customer loyalty in using the services offered can be used as input for the company to improve and enhance the quality of services provided and the trust offered.

The purpose of this study was to determine the effect of service quality and trust on Tokopedia's consumer loyalty. This study uses quantitative methods and a Likert scale as a measurement. The population in this study are consumers who have shopped using the Tokopedia application, with a sample of 400 respondents who live in the city of Bandung. The sampling technique in this study using purposive sampling. The data analysis technique used in this study is Multiple Linear Regression Analysis which is processed using SPSS 22 For Windows.

The results showed that the three variables of service quality, trust and customer loyalty were in the good category. Service quality and trust together have an effect on Tokopedia's consumer loyalty, this is based on the results of hypothesis testing with the f test, the results of the f-table are 3.018, because the results of Fcount> Ftable (426.757> 3.018) and significance (0.000 <0.05), then Ho was rejected and Ha accepted.

Keyword: Service Quality, Trust, Customer Loyalty