ABSTRACT

The development and growth of technology in Indonesia gave rise to various types of new e-commerce. Various categories are available in e-commerce at this time, such as fashion, food, daily necessities, electronics and others. Fashion is the category with the largest consumer interest, but the fashion industry is also the biggest contributor to environmental damage. Public awareness of environmental damage raises the trend of buying and selling preloved goods or commonly called thrifting. Carousell app becomes one of the used goods trading platform that in reality still gets a lot of complaints from customers in various media. This research aims to find out and analyze the impact of service quality and Consumer Trust on customer loyalty in the Carousell App.

This research uses quantitative method with descriptive research type. Sampling technique uses nonprobability sampling technique with saturated sampling category involving 385 respondents. Data analysis techniques using descriptive analysis and multiple linear regression analysis with the help of SPSS version 25.

Based on the results of descriptive analysis of variable Service Quality, Consumer Trust and Overall Customer Loyalty in the good category. The magnitude of the influence of Service Quality and Consumer Trust was 74.47% and the remaining 25.53%% was influenced by other variables not studied in this study. Partially Service Quality and Consumer Trust have a significant impact on Customer Loyalty on the Carousell App. The highest influence is the Quality of Service and followed by Consumer Trust.

Keywords : Quality of Service, Consumer Trust, Customer Loyalty