

ABSTRACT

As technology develops and increases the number of internet users, the number of online consumers in Indonesia will continue to increase. The rapid growth of online stores has led to intense competition between increasingly dynamic e-commerce sales and competitive competition resulting in changes in consumer behavior. Shopee is an e-commerce that always excels compared to other marketplaces that provide cashback to consumers and is very accessible.

This study was conducted to determine and measure how much influence service quality has on customer satisfaction and its impact on shopee customer loyalty in Indonesia. The variables in this study include Service Quality (X), Customer Satisfaction (Y), Customer Loyalty (Z).

This research is a quantitative research with descriptive and causal purposes. The sampling technique used in this study is non-probability with purposive sampling method to 100 respondents where respondents in this study are consumers who use the Shopee application in Indonesia. The data analysis techniques used in this study are descriptive analysis and SEM (Structural equation modeling) analysis techniques.

Based on the results of descriptive analysis of the variables of Service Quality, Customer Satisfaction and Customer Loyalty are included in the fairly good category. In accordance with causality analysis, the quality of service on the Sjopee application obtained 55.7% results, this indicates that the service quality is included in the fairly good category. Customer satisfaction on shopee consumers obtained 55.07% results and was included in the sufficient category. Customer loyalty to shopee consumers results in 51.53% falling into the low category. So it can be concluded that service quality has an effect on customer satisfaction, and has an impact on customer loyalty.

Keywords: *Service Quality, Customer Satisfaction, Customer Loyalty.*