

## ABSTRACT

*The rapid development of the digital economy in Indonesia has had a positive impact on the national economy, one of which is the growth of various online trading platforms or e-commerce. The development of e-commerce in Indonesia is quite fast, this is indicated by the emergence of online buying and selling platforms such as Tokopedia, Shopee, Lazada, Bukalapak, and others. The rapid development of e-commerce can affect Indonesia's economic growth. The use of e-commerce has increased as a result of the Covid-19 or corona outbreak, due to government regulations that require people to keep their distance from each other and also Large-Scale Social Restrictions (PSBB). The existence of these regulations requires people to stay in their respective homes and causes activities outside the home to be reduced. So that many people use e-commerce as a place to shop rather than having to leave the house. Customer satisfaction is also a benchmark for a company to maintain customer loyalty. This study aims to determine and analyze the effect of price, promotion, and service quality on consumer loyalty through customer satisfaction at Shopee e-commerce. The research method used in this study is a quantitative method with a descriptive-causal type of research. Sampling was carried out using a non-probability sampling technique used was purposive sampling with a total of 100 Indonesian respondents who had transacted at Shopee e-commerce. The data analysis technique used is descriptive analysis and structural equation modeling (SEM) analysis. The results of the research based on descriptive analysis were overall in the good category.*

*The results of testing the effect using the structural model show that price has a positive but not significant effect on consumer loyalty, promotion has a negative and insignificant effect on consumer loyalty, service quality has a positive and significant effect on consumer loyalty, then price has a positive but not significant effect on customer satisfaction, promotion positive and significant effect on customer satisfaction, service quality has a positive and significant effect on customer satisfaction, then customer satisfaction has a positive and significant effect on consumer loyalty. Tests using the intervening variable show that customer satisfaction mediates the effect of promotion and service quality on consumer loyalty, but customer satisfaction cannot mediate the effect of price on customer loyalty. This illustrates that the ups and downs of Shopee e-commerce consumer loyalty are determined by customer satisfaction, and the ups and downs of Shopee e-commerce customer satisfaction are determined by several factors including promotion and service quality.*

**Keywords:** *Price, Promotion, Service Quality, Customer Satisfaction, Consumer Loyalty*