

ABSTRACT

The progress of the internet from year to year is undoubtedly its development. The internet is not only used for one or two groups but from various groups with different purposes of using the internet. Some use the internet for entertainment, transactions, business, and others. The growth of Internet users in Indonesia shows that there has been a significant growth in internet users from 2015 to 2020 in the second quarter. Different purposes of using the internet for each individual have a great opportunity for business in various industries. One of them is in the e-commerce industry. Based on data from iPrice, until the first quarter of 2021, the e-commerce with the most monthly visitors was Tokopedia, followed by Shopee and Bukalapak. Also, Tokopedia's transaction value is the highest compared to other e-commerce, this is a good sign for Tokopedia because it can indicate loyalty from its users.

This study aims to see what factors can influence Tokopedia's e-commerce loyalty with its related variables, namely service user interface, service information quality, perceived security, e-commerce service feedback, perceived privacy, perceived risk, perception of website quality, electronic customer satisfaction, and electronic customer trust. The purpose of this research is causal with survey research strategy and the method used is quantitative. The data collection process used a questionnaire with a purposive sampling method and 385 respondents were using Tokopedia. The data analysis technique in this study used SEM-PLS (Partial Least Square).

The result of this study indicate that the variables of e-commerce service user interface, perceived privacy, perceived risk, perception of website quality have an influence on the e-commerce satisfaction and e-commerce trust, while the e-commerce service information quality only has an effect on e-commerce satisfaction. E-commerce satisfaction does not have a positive effect on e-commerce customer loyalty, while e-commerce trust has a positive effect on e-commerce loyalty.

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