

## **ABSTRACT**

*In Indonesia, the e-commerce market is very profitable, due to the large number of internet users that continues to increase from year to year so that not a few business people take advantage of these developments as opportunities in doing business. One of them is growing an online buying and selling platform that applies the form of customer to customer (C2C). Examples are Shopee, Bukalapak, Tokopedia, Lazada and many others. Shopee is in the top rank of other e-commerce, shopee is also ranked first in the playstore and appstore to date with an average rating which includes the most customers with quality service, satisfaction, recommendations, and reputation. Shopee is now an e-commerce or marketplace that is now widely used by the people of Indonesia.*

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

*This study uses a quantitative method with a descriptive approach. Using non-probability sampling technique with a sampling of 100 respondents. The analytical method used is descriptive and causal analysis using SEM-PLS. Data processing is done using SmartPLS 3.0 software.*

*This study found that service quality has an effect on customer satisfaction, this is because the results of  $t$ -statistics  $> t$ -table ( $5.123 > 1,984$ ) and a significance of  $0.000 < 0.05$ . Customer satisfaction has an effect on customer loyalty, this is because the results of  $t$ -statistics  $> t$ -table ( $5.066 > 1,984$ ) and a significance of  $0.000 < 0.05$ . Service quality has an effect on customer satisfaction and its impact on customer loyalty, this is because the indirect effect results obtained by  $t$ -statistics  $> t$ -table ( $3.304 > 1.984$ ) and a significance of  $0.000 < 0.05$ .*

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