

ABSTRACT

Online shopping in this era of disruption becomes a habit that has a big impact on society. This can be used as a business opportunity and improve the economy of the community. In addition to having many positive impacts also have a negative impact if we are unable to respond wisely. High enthusiasm and demand for online shopping requires online shop actors to improve the quality of websites and grow customer loyalty. This research aims to find out the relationship between factors that are suspected to affect variable independents, namely online shop customer loyalty. This study uses primary data obtained from the dissemination of online questionnaires or Google forms disseminated through online media including Instagram, Whatsapp, and Line. The study respondents were 100 people consisting of 63 women and 37 men with an age range classification of 17 to 26 years. Data analysis shows that independent variables have a significant effect and the effect of these variables has a positive effect on customer loyalty.