

## **ABSTRACT**

Currently, the digital world has a very strong influence and has brought several changes to people's lives. The emergence of the internet has made all business leaders not want to be left behind and certainly take advantage of technology that is currently developing and is in great demand, namely e-commerce. With the existence of e-commerce, our favorite consumers can shop 24/7 and of course it really helps consumers to save time and money to come directly to the onsite store. The emergence of many e-commerce causes very tight competition both from beauty products, clothing, furniture, and others. Plus that Sociolla e-commerce is the only digital platform that specializes in skincare or beauty products, but in fact there are still many people who don't choose to shop for beauty products on Sociolla e-commerce. Therefore companies, especially the digital platform Sociolla, must always pay attention to the quality of their electronic services to keep attracting consumer attention.

This study aims to determine the effect of e-service quality and customer satisfaction on customer loyalty. The method in this research is quantitative by using a questionnaire. This study took 402 respondents as research samples. Based on the research results, it is known that e-service quality and customer satisfaction have a significant positive effect on customer loyalty.

**Keywords:** E-Service Quality, Customer Satisfaction, Customer Loyalty, E-commerce.