ABSTRACT

In the current era of globalization, technological sophistication and the internet are growing rapidly along with the progress of science that cannot be separated in human life. This is marked by the rapid development of the internet in Indonesia. Based on the results of a statistical survey about the majority of internet users in Indonesia which increases every year, the increase in internet users is one of them used for educational and business purposes, where many majority of Indonesians use the internet to carry out trading activities using mobile devices (e-commerce). In addition to e-commerce that is currently on the rise is M-commerce. M-commerce is a combination of electronic commerce or e-commerce with mobile computing in a wireless environment. Where the number of internet users every year has increased, which is marked by the number of trading activities using mobile devices. Of course, the existence of e-commerce or m-commerce will provide benefits for companies in using e-commerce as a buying and selling transaction activity such as disseminating product information, buying, selling, marketing goods and services only by using an electronic system. The development of technology and the internet is also accompanied by presenting a lot of e-commerce and m-commerce platforms, one of which is Bukalapak. Bukalapak's ranking position ranks fifth compared to other e-commerce platform brand competitors, this is certainly based on many factors that can affect the decline in the number of visitors using the Bukalapak application. One of the factors is caused by customer satisfaction, which we can see through user reviews. From these user reviews, we can see that Bukalapak receives a lot of complaints related to user dissatisfaction and disappointment when using or shopping with the Bukalapak application. So with this problem, to increase e-commerce and m-commerce users is certainly encouraged by the existence of mobile shopping service quality, customer satisfaction, and customer loyalty that can encourage an increase in users, and users do not switch to using e-commerce or m-commerce platforms to other competitors.

The purpose of this study is to measure the effect of mobile shopping service quality on customer satisfaction and customer loyalty on Bukalapak platform users in Indonesia.

The method used in this study, is to use quantitative methods with the purpose of causal research. Data collection in this study, using non-probability sampling method with purposive sampling type with at least 400 respondents who have or are using the Bukalapak application. Data collection analysis techniques using collection techniques from the distribution of questionnaires, questionnaires are made using google forms with ordinal scales. Data analysis techniques in this study use Structural Equation Modelling - Analysis of Moment Structure using SPSS 29 software and AMOS 26 program.

Based on the results of data analysis, it was concluded that mobile shopping service quality has a positive and significant relationship with customer satisfaction. Customer Satisfaction has a positive and significant influence on Customer Loyalty. Mobile Shopping Service Quality has a positive and insignificant influence on customer loyalty. Efficiency, Fulfilment, Responsiveness, and Contact have a positive and significant relationship to Customer Satisfaction. Efficiency, Fulfilment,

Responsiveness, and Contact have a positive and significant relationship to Customer Loyalty.

The suggestion from this study is, for the next researcher who wants to conduct research to take the same study title as this study but use different objects such as other e-commerce companies including Shopee, Tokopedia, Lazada, and several other e-commerce, or companies that use mobile services such as food and beverage companies, transportation, and banks. Thus, further researchers can gain more knowledge related to the factors that support the relationship between mobile shopping service quality to customer satisfaction and customer loyalty.