

ABSTRACT

The development of e-commerce in Indonesia, driven by increased internet accessibility, has created significant opportunities for e-commerce companies like Lazada. However, the rise in e-commerce usage also leads to an increase in customer complaints regarding the services provided by such companies.

Therefore, this research aims to examine the influence of customer satisfaction on the service quality provided by Lazada's e-commerce website in Indonesia, on customer complaints and customer loyalty, both directly and indirectly.

This study adopts a quantitative approach, collecting data from a minimum of 119 respondents using non-probability sampling techniques with the assistance of G-Power 3.1.9 software. The questionnaire was distributed through Google Forms, and the data were analyzed using Smart-PLS 3.2.9 for validity, reliability, and data analysis.

The findings, based on valid sample data from 202 respondents using Smart-PLS 3.2.9, indicate that service quality has a positive and significant influence on customer satisfaction. Furthermore, customer satisfaction also has a positive and significant impact on customer complaints and customer loyalty. In the context of Lazada in Indonesia, higher customer satisfaction with the provided service quality leads to lower levels of customer complaints and higher levels of customer loyalty towards Lazada. These findings have practical implications for Lazada in improving customer satisfaction and minimizing customer complaints.

To achieve these objectives, Lazada needs to strengthen its customer complaint handling system, improve service quality, and focus on enhancing the customer experience. These measures will enhance customer satisfaction, strengthen customer relationships, and ultimately foster customer loyalty in the e-commerce context.

Keywords: *Customer Complaints, Customer Satisfaction, E-commerce, Lazada, Loyalty, Service Quality, Smart-PLS*