ABSTRACT

Technological developments are increasing from year to year, with increasingly adequate technology, it can make it easier for everyone to fulfill all forms of needs they want through digital platforms or what we usually call e-commerce. The popularity of e-commerce in Indonesia is an indicator of increasing people's purchasing power. Tokopedia is a company with a C2C (Consumer To Consumer) model that provides a platform for individuals and business owners to make product transactions online. Tokopedia also serves consumers looking for products from local and international official brands and distributors, as well as being a bridge that can connect people who want to create opportunities. However, there have been several cases where Tokopedia was unable to mediate the problems between buyers and sellers that can be seen on the Tokopedia website. This study utilizes the SERVQUAL model which has been modified and adapted to the dimensional factors that influence it by considering the context of online shopping in e-commerce.

This study used a quantitative method, with a sample collection technique in this study using a non-probability sampling technique with a minimum sample size of 166 respondents. The data collection technique was carried out by distributing questionnaires using the Google form and SPSS 23.0 as validity and reliability test tools, and the data results were processed using Smart-PLS 4 tools.

This study aims to determine the direct and indirect effect of service quality on customer complaints and customer loyalty on the Tokopedia website in Indonesia through customer satisfaction.

The results of this study indicate that the trust and website design variables have a positive and significant effect on service quality, the personalization variable has a positive and insignificant effect on service quality, the service quality variable has a positive and significant effect on customer satisfaction and customer satisfaction has a positive and significant effect on customer complaints and customer loyalty, then customer complaints have a positive and significant effect on customer loyalty variables. The service quality variable has a positive and significant influence on customer complaints and customer loyalty through the intervening variable, namely customer satisfaction.

Suggestions for further research are expected to be able to add other supporting variables in measuring the level of service quality such as assurance, empathy, security or other variables.

Keywords: *Customer Complaints, Customer Loyalty, Customer Satisfaction, E-Commerce, Service Quality, SmartPLS, Tokopedia*