

ABSTRACT

The development of digital technology and the internet has grown rapidly and has become one of the lifestyles in society. The widespread use of the internet makes it a big challenge for companies in maintaining the quality of waiters. One of the digital and internet access today is M-commerce in response to the growing use of mobile devices around the world. This study aims to measure how much the role of Customer Satisfaction in mediating the effect of Mobile Shopping Service Quality on Customer Loyalty (Study on Lazada Application Users). A total of 251 respondents who have used the Lazada application were taken as samples using the non-probability sampling method, namely by purposive sampling.

This research uses a quantitative approach combined with descriptive analysis techniques. Data were collected using a non-probability sample method based on a purposive selection strategy. Before hypothesis testing is performed, the fit of the model is tested against a set of goodness of fit criteria. Four hypotheses that are interrelated form a structural equation model, so the analysis technique used is SEM (Structural Equation Modelling) which is tested for significance with a T test and then measured the strength of its influence. All calculations for testing are performed with the LISREL software program version 8.80.

Based on the results of this study, Mobile Shopping Service Quality shows a positive and significant effect on customer satisfaction. Mobile Shopping Service Quality does not have a positive and significant effect on customer loyalty. Customer Satisfaction has a positive and significant effect on Customer Loyalty. Mobile Shopping Service Quality has a positive and significant effect on customer loyalty mediated by Customer Satisfaction. And the most influential dimension of Mobile Shopping Service Quality (MS-SQ) is Responsiveness. This study recommends effective ways to increase loyalty to the m-commerce industry and strengthens the loyalty research model sourced from mobile shopping service quality.

Keywords : *M-Commerce, Lazada, Mobile Shopping-Service Quality, Customer Satisfaction, Customer Loyalty.*