

ABSTRACT

There is a correlation between the increasing number of internet users and the growing e-commerce in Indonesia, namely other data says that Indonesia itself is ranked first for e-commerce users, As many as 88.1% of internet users in Indonesia use e-commerce services to buy certain products in recent months.

The research method used in this study is a quantitative method with a descriptive type of research. The sampling technique used is purposive sampling with 100 respondents, namely Shopee customers who have bought top fashion brands at Shopee domiciled in Bandung City. Customer loyalty level measurement is applied using Net Promoter Score by dividing customers into Promoter, Passive, and Detractor and then giving the Back category to be very loyal, loyal, and not Loyal.

The results of this study show that there are top fashion brands on the Shopee platform that were studied to obtain the Very Loyal and Loyal categories. There are 4 brands with a very loyal predicate with an NPS of more than 50 points, namely Erigo, Berrybenka, Eiger, and Oclo, and 1 brand with a Loyal NPS predicate close to 50, namely Zascia Mecca.

Keywords: Net Promoter Score, Customer Loyalty, Shopee