ABSTRACT

The development of e-commerce in Indonesia is seen from 2020 to be the highest in the world with a development percentage of up to 78% per year, this was reported via the Kominfo.go.id website. Many e-commerce are the people's mainstay for shopping for their daily needs, hundreds of e-commerce sites with various groups of products that are actively sold and used in Indonesia, ranging from electronic products, health, travel, food, clothing, to daily necessities. Every day, from vegetables to beauty products, everything is in Indonesia.

The object of this study is the Sociolla website which was analyzed using the Webqual 4.0 method with a Structural Equation Model (SEM) which aims to determine customer satisfaction and loyalty during the Covid-19 pandemic. The causal influence between these variables will be tested using 535 sample data obtained from distributing online questionnaires directly to the main respondents, namely users of the Sociolla website.

This study found that all hypotheses had a positive and significant effect. Service Interaction is the variable with the highest value in influencing Customer Satisfaction, followed by Information Quality and Usability. In line with the results of data processing on the direct hypothesis, the indirect or mediation hypothesis. Customer Satisfaction also has a positive and significant effect on Customer Loyalty. All of these results show that Sociolla's customers were satisfied when shopping on the Sociolla website during the Covid-19 pandemic. In addition, these results also show that Sociolla's customers have been loyal by making regular repeat purchases, as well as providing references to those closest to them to shop at Sociolla website.

Keywords: Customer Loyalty, Customer Satisfaction, Information Quality, Service Interaction, Usability, and Webqual 4.0.