

## ABSTRACT

In the current digital era, people are transitioning from offline to online shopping due to the availability of the internet. One of industry that has emerged to take advantage of internet-based services is e-commerce, which has grown significantly over the past several years. Alfagift is a division of Alfamart that includes Lawson, Alfagift, Alfamidi, and Alfa Express, as well as the most widely used e-commerce application in Indonesia. Based on the results of a survey given to thirty respondents, Alfagift's customers generally felt unsatisfied with the application, which could negatively impact their loyalty as a customer. The purpose of this study is to identify some significant effects of perceived value, e-trust, and e-service quality on customer loyalty through customer satisfaction of Alfagift in Indonesia. This research includes quantitative research using questionnaires data collection methods. The researcher had sent online questionnaires to 155 respondents and non probability purposive sampling was used in this study. The data analysis technique used is SEM with the Smart PLS application.

The results of the statistical analysis shows that there is a significant impact of customer satisfaction with Alfagift on customer loyalty. Whereas, Alfagift's customer satisfaction is determined by factors such as perceived value, e-trust, and e-service quality that consumers experience while utilizing the program. Eventually, if the user is satisfied with the application's support, they will likely remain faithful to Alfagift. In addition, the customer loyalty of Alfagift users is significantly impacted by e-service quality, e-trust, and perceived value through customer satisfaction. In the context of online buying using the Alfagift application, these findings highlight the significance of electronic service quality, e-trust, perceived value, and consumer e-satisfaction as well as their role in increasing customer loyalty. By examining the variables that affect consumers' online shopping behavior, this study adds to the body of knowledge already available on Indonesian internet shopping. The scholarly comprehension of consumer behavior is enhanced by these discoveries, which also offer significant perspectives for Indonesian e-commerce enterprises, particularly in the realm of virtual retail.

**Keywords :** *E-Commerce, Customer Behavior, E-Service Quality, E-Trust, Perceived Value, Customer Loyalty, Customer Satisfaction*