

ABSTRACT

The rapid development of mobile technology, especially smartphones and tablets, has made mobile commerce a key subsector in e-commerce, with market penetration reaching 72.9% in 2021 and nearly 79% of smartphone users engaging in mobile commerce in the past six months. E-commerce is now an important part of everyday life, and as one of the leading platforms in Indonesia, Olx continues to innovate to improve the mobile shopping experience to strengthen customer satisfaction and loyalty. The purpose of this study was to determine the effect of service quality on customer satisfaction and customer loyalty on Olx mobile commerce.

This research uses quantitative methods, using a causal approach. The sample consisted of 153 respondents, and the calculation results were carried out using G-power 3.1 software. The sampling method used is non-probability sampling.

This study uses primary data from the results of questionnaires distributed through the Instagram social media platform. Before testing the data collected using the SPSS version 25.0 program, the results showed that the 9 (Nine) variables and statement instruments were valid and reliable.

The results of the research conducted using IPMA on SmartPLS 3.2.9 software, the number of valid samples of 181 respondents out of a total of 200 respondents shows that customer satisfaction is a key factor for Olx customer loyalty, which must be maintained for competitive advantage. assurance, information quality, personalization, reliability, responsiveness, security, and usability which have negative importance scores, are identified as areas that require improvement.

Future research needs to be expanded by analyzing different types of mobile commerce applications to identify unique characteristics and patterns more comprehensively. Variables such as behavioral intentions, functionality, customer complaints, and customer trust can be considered to determine the relationship to customer loyalty.

Keyword: *Customer Satisfacation, Customer Loyalty Intention, M-Commerce,Service quality.*