

ABSTRACT

The benefits of technology in e-commerce activities can be seen as an opportunity, especially for developing countries such as Indonesia. The massive development of e-commerce can make a big contribution to the economic sector. E-commerce does not require a physical store or investment in storage infrastructure as in the retail business sector in general, making it easier for business actors to market products without having to have a physical store. This can reduce production costs and drive higher profits for sellers in e-commerce. E-commerce products that are of interest to the public in shopping are beauty products. Beauty and clothing are the categories of goods and services that are most in demand by people in Indonesia in online shopping in Indonesia. This study aims to examine and analyze the analysis of factors that affect customer satisfaction and loyalty in several e-commerce.

The population in this study are people who have purchased Sociolla, Watsons, and Sephora products at least once to be able to assess the factors that affect satisfaction and loyalty from consumers of Sociolla, Watsons, and Sephora products. The sampling technique used is the nonprobability sampling with a total sample of 150 respondents. The data used in this study is primary data with data collection techniques used in this study is a questionnaire. The data analysis technique used is Structural Equation Modeling (SEM). This technique was chosen because the model estimates generated by SEM-PLS generally show a higher level of statistical power and provide similar results in statistical significance and path coefficient estimates.

The results of this study indicate that (1) the quality of electronic services has a positive effect on consumer satisfaction. (2) Trust has a positive effect on consumer satisfaction. (3) Satisfaction has a positive effect on consumer loyalty. (4) Satisfaction can significantly mediate the quality of electronic services on consumer loyalty. (5) Satisfaction can significantly mediate trust in consumer loyalty. Based on these results, to increase loyalty, policies and regulations are needed to optimize the quality of electronic services, trust and satisfaction.

Keywords: *Electronic Service Quality, Trust, Satisfaction, Consumer Loyalty*