

ABSTRACT

PT Shopee International Indonesia is a Singaporean e-commerce platform headquartered under the Sea Group, which was founded in 2009 by Forrest Li. In the long term business activities, the role of loyalty by customers is required in conducting business transactions or online purchases, therefore customer loyalty must also be increased to maintain business continuity. In this case the website quality, corporate reputation, benevolence and integrity must be well intertwined. When the website quality and the corporate reputation have been maintained properly, customers will be committed to the company because of the things that distinguish the company from other companies. The commitment that exists will form a loyalty that has an effect on customer loyalty.

This study use a quantitative research approach model by collecting data through a survey of college students who have made online purchase transactions at e-commerce platform Shopee.id using a questionnaire and processed with SPSS and SEM-AMOS 26. There's 160 respondents collected using snowballing sampling technique. This study contains CFA test data analysis, structural model test, normality test, outlier test, validity test, reliability test, normality test, multicollinearity and singularity test with the aim of knowing the effect between the variables of the relationship between website quality and corporate reputation on customer loyalty through benevolence and integrity as the intervening variables.

The results showed that website quality, corporate reputation, benevolence, and integrity have a positive and significant effect on customer loyalty. Customer loyalty of an e-commerce will be well established when the company is able to manage the quality of the website and maintain their reputation so that the customer's trust in the benevolence and integrity of the company will be strongly established.

Keywords: website quality, corporate reputation, benevolence, integrity, customer loyalty